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Vol. XLVIII
No. 15

The Billboard

The World's Foremost Amusement Weekly

April 11, 1936

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BETTER OUTDOOR BIZ SEEN

NVA San Goes To Rogers Fund

•

Is officially turned over—cirks promise $100,000 a year for five years

•

NEW YORK, April 6.—The deal by which the NVA Fund turned over the NVA Saranac Lake lodge to the Will Rogers Memorial Fund as a gift has finally been closed. The new name of the san—the Will Rogers Memorial Hospital—will be celebrated with a one-week drive for funds next month.

According to the deal, the major circuits guarantee $100,000 a year the next five years for the san under the Rogers Fund operation. The circuits are not paying this money out of their pockets, however, but are once more going to the public with appeals for contributions. The circuits have not committed themselves to support after the five years, leaving this problem to the Rogers Fund.

According to official announcement from the Motion Picture Producers and Distributors of America, the drive funds will "be used for the maintenance of the Will Rogers Memorial Hospital and for the general purposes of the Will Rogers Memorial Commission," of which Jesse Jones is treasurer. The commission dedicates its funds to "the aid and establishment of useful agencies by assisting handicapped children." Not only that, but moneys already collected by the Rogers Commission will not be used for the Saranac lodge.

Will H. Hays, head of the MPPDA, announces Major L. E. Thompson, president of Keith-Albee-Orpheum, will be chairman of the drive campaign committee, which will enlist aid of major and independent circuits.

This is the final touch to the passing

(See NVA SAN on page 14)

Miss. Amusement Tax Cut

JACKSON, Miss., April 4.—The Mississippi State Senate last week completely reversed itself from a recent ruling and the State amusement tax of 10 per cent will be cut approximately 50 per cent in cities of less than 10,000 population. The new rate in the smaller cities will graduate according to population. In 13 of the towns of the State where the population is over 10,000 exhibitors will be forced to continue under strain of the high tax rate.

Beasley Wins on Appeal In Toronto Games Case

TORONTO, April 4.—Court of Appeals here on Tuesday quashed a conviction of William Beasley, the Beasley midway having been closed at the Royal Winter Fair here last fall by local police, operator later being convicted on a charge of operating games of chance. Mr. Beasley appealed, contending that concessions involved were games of skill. Justice Masten, who delivered the judgment, pointed out that the defendant had leased from the Royal Winter Fair, which, he said, is an agricultural fair, a place to conduct games.

Question arose as to whether the con-

(See BEASLEY WINS on page 7)

State Aid for N. Y. World Fair Rests With a Joint Committee

NEW YORK, April 4.—Governor Herbert H. Lehman's conference with Mayor F. H. La Guardia, fair officials and legislative leaders, called in Albany early this week in an attempt to save New York's 1939 World's Fair from political battering, resulted in setup of a joint legislative commission which is to investigate advisability of State participation, financial and otherwise. Committee will have until April 20 to collect data and upon its recommendations will probably rest the fate of the fair, political students being agreed that fair cannot succeed without contributions from the State.

Governor Lehman emerged from the huddle telling reporters that the committee would look into estimates pre-

(See STATE AID on page 14)

WPA's First Road Show Folds After Half Route

•

"Jeff Davis" closes after 29 of scheduled 44 stands—"Cathedral" still in smash rating—relief activity continued in many widespread sections of the country

•

NEW YORK, April 4.—WPA's first road tour folded this week when members of the cast of *Jefferson Davis* returned after playing only 29 dates on a projected tour of 44 cities. William J. Reilly, manager of the company, says he regarded the tour as a success, insisting it had covered all expenses. He claims the show was too big for proper road operations. Show was sponsored by the United Daughters of the Confederacy and played a three-day tryout engagement at the Biltmore Theater here in February. This flop may affect plans for sending out more dramas and also vaude and minstrel shows.

Meanwhile the local project has been ignoring continued Hearst editorial attacks and is continuing its production schedule. Its big hit, *Murder in the*

(See WPA'S FIRST on page 7)

Striking Features Will Mark City Of Mars, New Chi Amusement Park

CHICAGO, April 4.—Martin J. Green, architect for City of Mars, the new $4,000,000 amusement park to be built on the site of old White City, said today that construction will start not later than September, 1936.

He added that Dr. Forest Ray Moulton, who is general concession adviser for the City of Mars, has decided to embody the eight principal features of A Century of Progress which proved most successful and incorporate them in the general plan of the new park.

Mr. Green said that the construction syndicate will build a mammoth spiral ride from the base to the top of the 185-foot tower which will dominate Mars. This ride will be in the form of a series of rocket cars which will spiral from the base to the top of the tower in dizzy fashion. From the peak of the tower passengers will be carried in rocket cars thru a series of towers appropriately named after the various members of the constellation, such as Saturn, Venus, Mercury, Mars, Jupiter, Uranus and Neptune. Passengers will be finally deposited at the extreme south end of the midway.

Another feature announced in the

(See STRIKING FEATURES on page 7)

The Index

and additional late **GENERAL INDOOR NEWS** will be found on page 39

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Bright Outlook Shown for Fairs, Parks, Circuses and Carnivals

•

Improved conditions are noted by owners and operators in many sections—bonus payments anticipated as big factor in evident upswing—flood damage spotty

•

CINCINNATI, April 4.—Outdoor showdom enters the season of 1936 with more confidence and optimism than have been displayed in a number of years. Not a note of fear or doubt has been sounded. In a survey of the field, in which owners and operators and leaders and smaller members have been contacted, *The Billboard* has been told that prospects are exceptionally bright for fairs, amusement parks, circuses and carnivals. Among the encouraging factors observed by those who of necessity keep an ear to the ground are marked improvement in agricultural and industrial conditions and the apparent effect that payment of the veterans' bonus will have in increased circulation of currency.

Fair and park managers have cast off any gloomy forebodings which may have enveloped them of late and in great degree are preparing, with improved plants and modernized methods, to handle such crowds as have not been seen since pre-depression days.

Altho recent floods in the East may delay the appearance of circuses in that territory for a time, the big-top business is declared to look exceedingly promising. Due to high water, many show lots that have been affected may not be put in shape for engagements as early as usual. Flooded roads must be repaired and construction work is expected to somewhat delay motorized shows in reaching territory which they have intended showing.

Fairs Okeh, Says Lee

"Judging by the signal success of Minnesota State Fair and county fairs last year and the improvement since then in the economic situation, the outlook for fairs this season is exceedingly bright," declared Raymond A. Lee, president of the International Association of Fairs and Expositions and secretary of Minnesota State Fair, St. Paul.

"Moisture from heavy winter snows insures the best crop prospect in years. The recent spurt in prices of live stock and other farm products and the increase in sales of farm lands and agricultural machinery indicate that farmers and city folk alike will patronize fairs more

(See BETTER OUTDOOR on page 8)

Writers All in One Group as Three Separate Guilds Merge

NEW YORK, April 4.—Members of the Authors' League of America, at a meeting Tuesday in the Hotel Shelton, adopted plans for merging the Dramatists' Guild, the Authors' Guild and the Screen Writers' Guild under the governing body of the League's council. This fusing of heretofore separate entities is the realization of an action hoped for by the individual organizations and represents in no way a coercive force. According to Marc Connolly, president of the League, negative ballots were cast by only 17 out of a voting 2,000.

Owing to the overlapping phases of authorship, whereby a writer may have his hand in fiction, scenarios and plays, the new setup has obvious advantages. A fee of $10 covers membership, thus eliminating the necessity for paying dues to each of the associations. Another factor precipating the combine is the present inability of the Dramatists' Guild and legit managers to settle their differences relative to movie rights. Insofar as the ultimate aims of all writers are very similar, it is hoped that future difficulties will be more easily settled by reason of a united stand. This is embodied in the new constitution drawn up, which calls for a council of 12 from each unit or 36 in all, whose purpose it is to "promote and protect the general professional interests of all creators of literary, dramatic or musical material" and "to procure adequate copyright legislation and establish and enforce standard minimum contracts."

Efforts are being made to organize radio writers with a view to adding the association as another unit. The Newspaper Guild, an association of newspaper men already operating, is also being considered as a possible member.

MANAGERS FORCE ACTION

Final Trump Played in Effort To Compel Use of Manager Forms

Managers take initiative in forcing own protective measures after Guild makes, then repudiates, step toward negotiation — managers' agreement has 61 signatures

NEW YORK, April 4.—With their backs to the wall and with all attempts at arbitration met with flat refusals from the Dramatists' Guild, the managers late today decided to embark on the last step of their program to bring about changed conditions in the Guild's new minimum basic agreement. Having previously approved a basic contract of their own, they decided yesterday to sign the agreements necessary to bind individual producers and force them to use only the managerial contracts in dealing with playwrights. This means that no play by a member of the Dramatists Guild will be produced by a manager signing the agreement with the League of New York Theaters.

Dispute with dramatists arose when the latter in their new contract gave themselves control of film rights and cut down the producers' share in picture dough. Managers asked negotiation or arbitration, but Guild insisted that it would not do business with the League of New York Theaters, but only with the individual managers. Last week the Guild backed down a bit, giving the managers a slightly larger share of the film rights and agreeing to meeet a committee of the League. Later, however, it repudiated its step toward negotiation, and the managers were forced to take their own protective measures.

Members of the League, by signing the agreement drawn up this afternoon, bind themselves to use only the contract drawn up by the League when contracting for new plays by American authors. The League has the power to institute injunctive proceedings in case any manager tries to break ranks. By this evening 61 managers had already signed the

(See MANAGERS FORCE on page 12)

Pro Pay Rule for Coast Tyro Spots

HOLLYWOOD, April 4.—Sixty-five little theater spots here, ranging from revamped garages to elaborate houses, received notices this week from local Equity headquarters that if they wished to employ professional talent in their productions in the future they must pay the minimum Equity wage of $40 per week.

Tho the edict went into immediate force, exemption was allowed for all little theater productions now in rehearsal and slated for early openings. Hardest hit of the local houses is Pasadena Community Playhouse, which uses professional talent steadily. The ruling will force the Playhouse hereafter either to lay it on the line or abandon plans for using skilled players in its summer revival season of Shakespeare's Greek and Roman plays cycle.

In announcing the new rule Charles Miller, local Equity representative, said: "Many so-called little theaters are nothing more than racketeering enterprises of smart managers who extract fees from actors for the privilege of appearing in the play along with one or two professional Equity members."

AFM Detroit Elections

DETROIT, April 4. — The Detroit branch of American Federation of Musicians held its election of officers Sunday, March 15. The following were unanimously elected: Albert Luconi, president; Louis Motto, vice-president; George V. Clancy, secretary. The following were elected to the board of directors: Ralph Jewell, Jack Weick, Herbert Eddy, Murdock MacDonald, Arthur Black, Earl Van Amburgh and Stephen Brown.

N. Y. Concession Mgrs. Reorganize

NEW YORK, April 4. — Theatrical Concession Managers' Association has been reorganized, with J. A. Brown, of the Gayety Theater, president; Morris Posner, vice-president; Donald Holt, secretary; Julius Reiss, treasurer, and Leo Stern, sergeant at arms.

Organization was formed in 1929 and comprised 105 members connected with picture, burlesque and legit houses in this city. It broke up two years ago.

Meetings will be held Tuesdays in the Hotel Edison, with a dinner planned for near future. Max Sharp, recently back from Minsky's Music Hall, Miami Beach, is one of the leaders in the reorganization. Meyer Hamburg is director of publicity.

Organization hopes to promote good fellowship, air new ideas on sales methods and in general look out for the welfare and betterment of its members.

Kochersperger Recitals

MERCHANTVILLE, N. J., April 4. — Miss Gladys Kochersperger, director of her own dancing school, will present 75 pupils in a revue in Glassboro. A recital will be given in the Women's 20th Century Club, Landsdowne, Pa., for her Pennsylvania patrons. Annual Kochersperger Ballet and Revue will be held at the Pennsauken Junior High School May 16.

Ziegfeld Film for Erlanger

CHICAGO, April 4.—After several weeks' darkness the Erlanger Theater will reopen Sunday evening, April 12, with the roadshowing of MGM's film *The Great Ziegfeld*, which will be shown twice daily thereafter with all seats reserved. The last film to be roadshowed here was Fox's *Cavalcade*, which also played the Erlanger.

Answer

NEW YORK, April 4.—Bobby Clark ran into one of the oldtimers at the Friars' Club the other day, with the latter revealing how much improved in health he was after a vacation in Florida. The oldtimer next piped to Bobby: "How about me and you doing a show?" To which Clark answered: "Well, I see you haven't improved your grammar any."

'Twas a Great Racket ---While It Worked!!

CHICAGO, April 4.—A perfectly good check got three men in trouble and exposed a racket that had been worked on theater managers in connection with the Sweepstakes prizes in neighborhood houses.

At the Sheridan Theater, an Essaness house, the other night the Sweepstakes prize had grown to $330. When the winning number was announced a voice shouted, "I've got it." The ticket was delivered to Harry Wren, manager of the house, who gave the holder $30 in cash and a check for $300. Next day when the check was presented at the bank for payment the holder was told he would have to have it countersigned at the Essaness offices. Meanwhile Manager Wren had compared the ticket with the stub and saw the printing on the ticket was different. So when the holder of the check appeared he was taken in custody. He confessed that he and two other men were "in cahoots." Their plan was to go to a theater where the Sweepstakes had reached several hundred dollars. When a winning ticket was announced one of the men, provided with a ticket printed similar to the tickets used by the theater but without a number, got busy with a hand-numbering machine and stamped the winning number on the ticket. Then one of the confederates, after waiting two minutes to make sure no one else had the winner, would shout, "I've got it." The other confederate, who had a good stage presence, would then go forward, present the ticket and receive the prize.

The vigilance of Manager Wren put a stop to the racket and how other theater managers are scrutinizing winning tickets more closely.

Two Guild Elections

HOLLYWOOD, April 4.—Two annual guild elections will be held here this month, with Screen Writers' and Junior Actors' groups each voting on new slates April 18 and 19, respectively. Besides approving new scale of dues and observing election business, writers will be asked to ratify proposal for closer tieup of the guild under the banner of Authors' League of America.

Broadway in Spring Doldrums; Burlesque Is Only Bright Spot

NEW YORK, April 4.—With Easter Week and Passover coming up, Broadway business, with the exception of burlesque, cannot see its way out of the doldrums. The outlook for night clubs is particularly black; the New Montmartre has already closed and the rest face the prospect of warm weather, summer shows and a cut in prices. Motion pictures and legit plod along, with but one opening in the latter category and that, *Bitter Stream*, not doing as well as past shows of the Theater Union. Picture houses held over many of their offerings, not because the films brought any undue amount of coin to the coffers, but rather on the supposition that introduction of new pictures of questionable merit would result in heavier losses in the long run.

Little Lord Fauntleroy opened very well Thursday at the Music Hall; the Center is barely hanging on with *House of a Thousand Candles;* the Roxy's weak *Dancing Feet* made way for the slightly better *Laughing Irish Eyes;* the Capitol, after *Petticoat Fever*, seems in for woe with *Unguarded Hour; The Singing Kid* with Jolson at the Strand had a Hollywood opening Friday.

The continued success in both matinee and evening shows of the Apollo, Republic, Eltinge and Gayety, four burly houses in the Times Square district, remains the one consistently bright feature of the languid whole, and is probably due to competitive low prices and a policy of more careful production embraced recently.

10 Musicians Are Suspended

Action taken by AFM for license rule violations---will tighten reins on members

NEW YORK, April 6.—Ten union musicians have been suspended for violating the American Federation of Musicians' new license system. Admitting it has been going easy on its own members because it takes some time for the new license system to become generally understood, the AFM indicates it is now tightening up disciplinary action against both members and licensed agents. Eight "special investigators" are already in the field checking up on traveling bands, payment of taxes and dues, and dealings with licensed and unlicensed agents.

Al Rogers, local agent, has been reinstated. This leaves licenses of 11 local offices still revoked: Edgar Benson, Tommy Curran, Charles K. Davis, Nick Elliott; George A. Hamid, Inc.; Jack Hart, King & King, Edward Newman, Harry Pearl, Harry Stone and Universal Amusement Enterprises. Ten out-of-town licenses are also still under revocation.

The AFM reveals it has been getting a lot of requests from agents asking for exclusive licenses. Such requests are refused, the AFM granting licenses to all agents applying. It is not permitting licensed agents to mark off any territory as their exclusive booking area, and it

(See 10 MUSICIANS on page 18)

Approves White Collar Picketing

NEW YORK, April 4.—Actors, writers, musicians and other "highly skilled" workers are given the right to picket and carry on other trade-union activities in an interpretation and decision handed down this week in the Supreme Court, Brooklyn, by Justice Riegalman. The judge's decision will, it was stated in legal circles, act as a precedent in guiding future decisions. The case involved was brought by the operators of the Hotel Bossert seeking an injunction restraining Local 802, American Federation of Musicians, from picketing the hotel. The injunction was denied.

Charles Bossert and Frederick Ray, the hotel managers, maintained that the union was not a trade union within the meaning of the Civil Practices Act, since individual talent and personality was involved and since no standard could be fixed. The judge held that the term "occupation" is inclusively comprehensive.

Hotel has been picketed since December. Magistrate Kozick, Gates Avenue Court, freed 16 pickets last week arrested on disorderly conduct charges.

New CAPA Officers

CHICAGO, April 4. — At the reg meeting of the Chicago Amusem Publicists' Association (CAPA) held week several new officers were ele to serve for the three-month term ginning April 1 and ending June 1936. Cal Hermer is the new preside William F. Crouch, vice-president, Jack McPherson, sergeant at ar Louis L. Abramson and C. E. Denni were re-elected secretary and treasu

Writers' Meeting Held

LOS ANGELES, April 4.—Secret cl meeting of board of directors of Scr Writers' Guild was held here this w Plans were discussed for full memb ship vote May 2 on reorganization Authors' League, Screen Writers' Gui and other scribe groups, it is und stood. Guild's annual election will a be held then.

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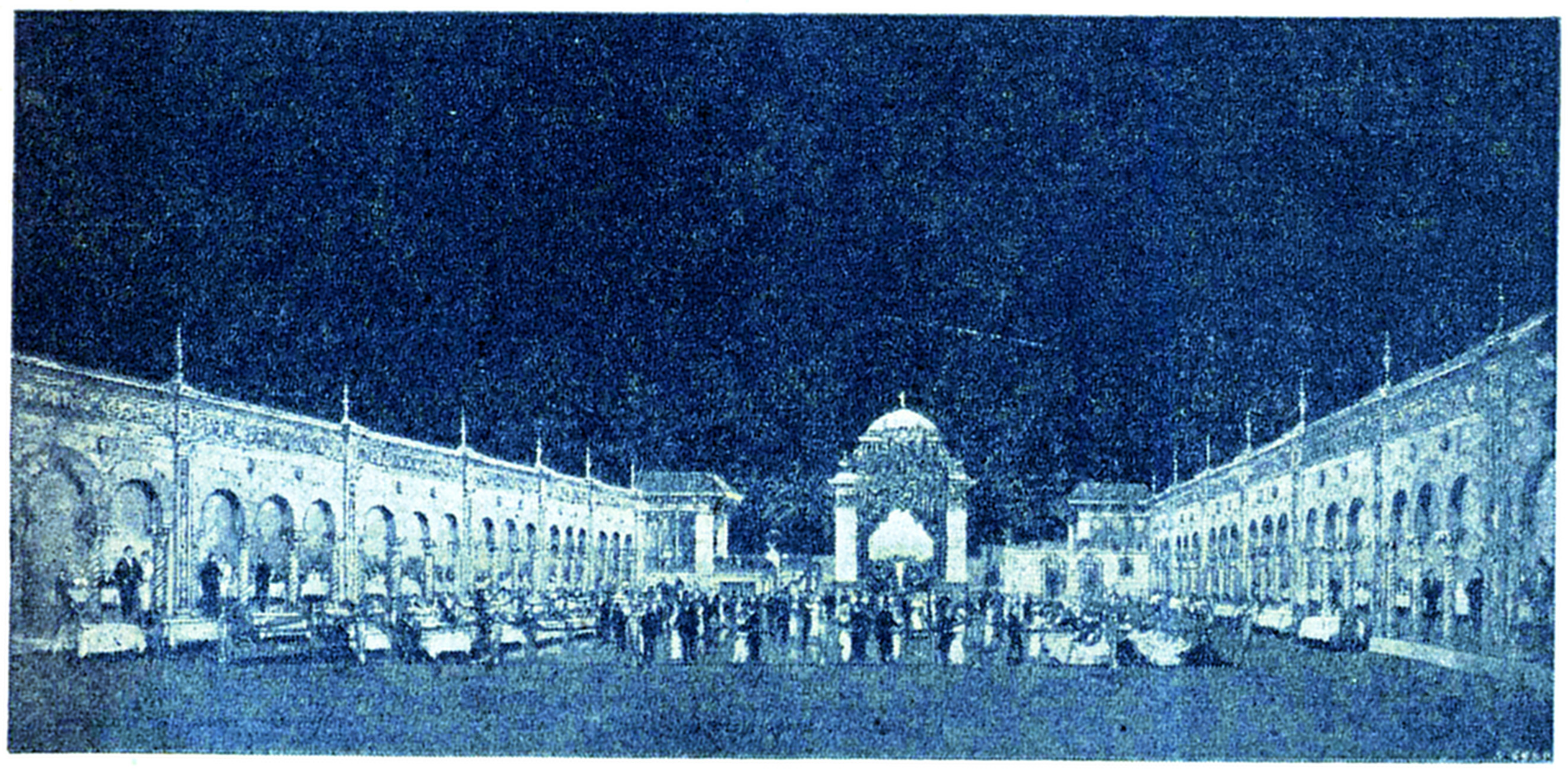

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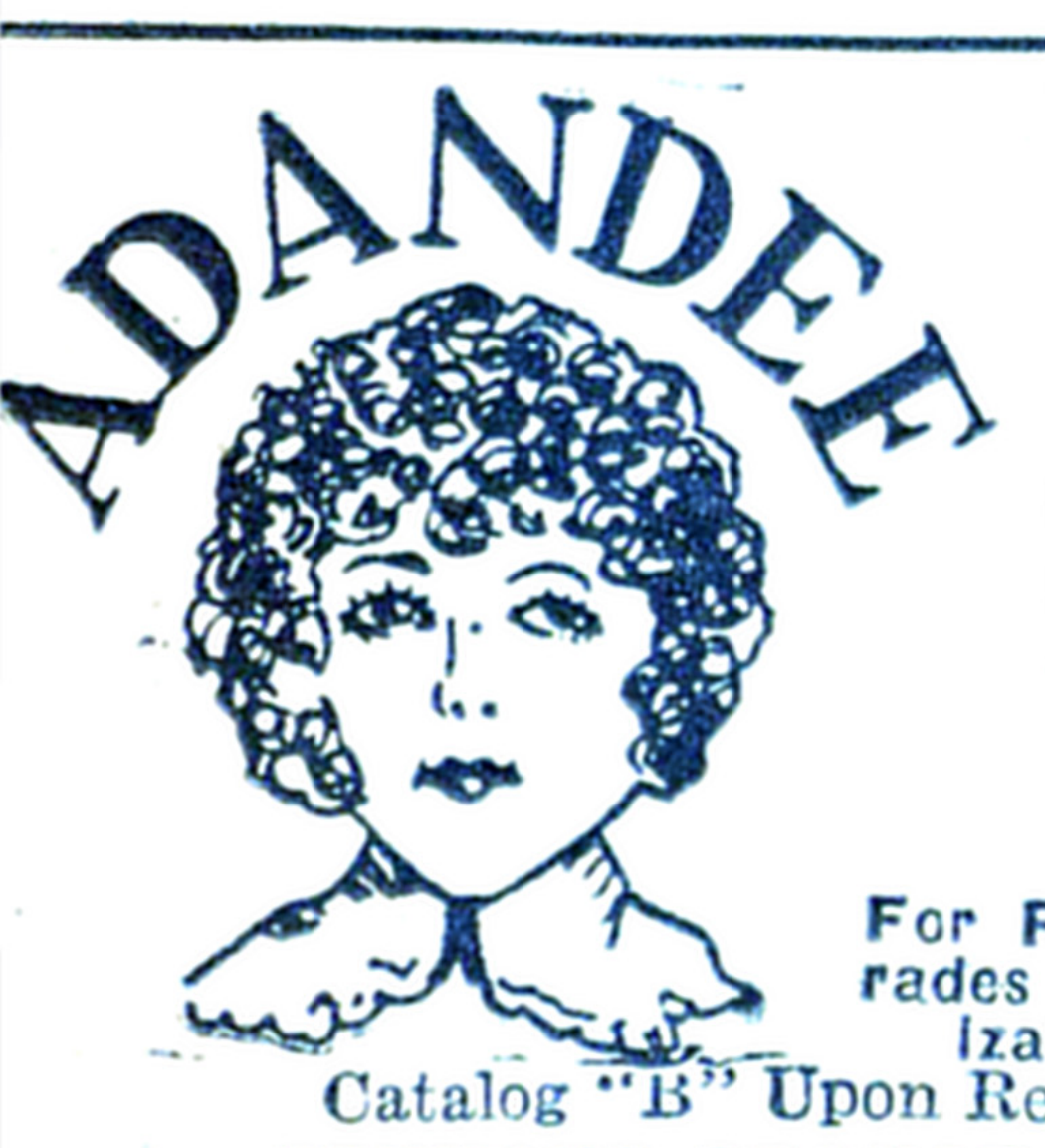

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Broadway Blaze Ties Up Traffic; Palace Cashier in Ladder Rescue

NEW YORK, April 4. — Southbound traffic on upper Times Square was disrupted for three-quarters of an hour Tuesday when a two-alarm blaze, reported about 5 p.m., sent 12 pieces of clanging fire-fighting machinery to extinguish a conflagration in the Jane Grey Dance Studios, 209 West 48th street, and effect a romantic rescue of Arlene Shugert, 24, cashier of the Palace Theater. Miss Shugert, clad in the flimsy dancing costume she was wearing when the flames interrupted her lesson with Instructor Theo Creo, of 454 West 47th street, met her man (her fireman) informally on the ledge of a fourth-story window and was led down the ladder to safety, plenty of publicity and possibly a contract. The fireman is Edwin Holmes, Hook and Ladder Company 4, not bad looking, but married and the father of two children. Queried by the chic Miss Shugert as to whether he really saved her, Holmes countered with, "I was on the ladder, wasn't I?"

Crowds of people emptying from office buildings between 5 and 5:45 p.m. caused a crush necessitating the presence of a police squad, and fire lines closed Broadway from 47th street to a little way beyond 48th street. Four other girls on the same floor managed to get out via the stairs. Creo endeavored to make his pupil go out the same way, but her hesitancy, owing to scanty garb, soon made an exit thru the smoke impossible.

Emile Ragaglia, elevator operator, stuck to his post and removed about 30 men and women from the remaining floors. Sam Tuch's Orchestra trouped out unaided and without the loss of instruments.

Tho no serious damage was done to the building, the studios suffered considerable loss in equipment. Water also flooded the premises of Paul Westphal, manufacturer of barber supplies, and washed out the kitchen of the Cafe Venezia on the ground floor. The cause of the blaze was not discovered, but it is thought to have started among the drapes used in the studios.

Wednesday, the day after the blaze on West 48th street, the grease on the machinery in the elevator shaft of the Palace Theater Building unaccountably caught fire, a carelessly dropped cigaret believed to be the cause. Elevator operators extinguished the flames, which had spread three or four floors. Miss Shugert denied rumors that she had carried the spark.

Cincy Federal Theater Gets Under Way April 14

CINCINNATI, April 4.—Local Federal Theater will officially open April 14 on the second floor of the Odd Fellows' Temple. First production to be rendered under the direction of Donald H. Heim will be *Adam and Eva*, by Guy Bolton and George Middleton. The three-act comedy will be cast with 15 people.

Stage settings and art work are being executed by Scott Herfurth, for many years with the Zoo Opera Company here. Stage settings were designed by Heim. Theater will accommodate 350 people. *Adam and Eva* will be followed by such well-remembered successes as *Treasure Island* and *The Spider*.

Houses Socked by Flood

WHEELING, W. Va., April 4.—It is estimated that Wheeling district indoor and outdoor amusement men took it on the chin to the tune of more than a million dollars. Five downtown theaters and three neighborhood houses suffered damage estimated in excess of $40,000. Until today only three of the eight had reopened, but plans are under way to get several more open by nightfall. Still closed this morning were the Liberty, Rialto, Colonial and New Rex, and Alpine in Wellsburg. The latter two were in process of remodeling and about to be opened when the flood waters rushed in.

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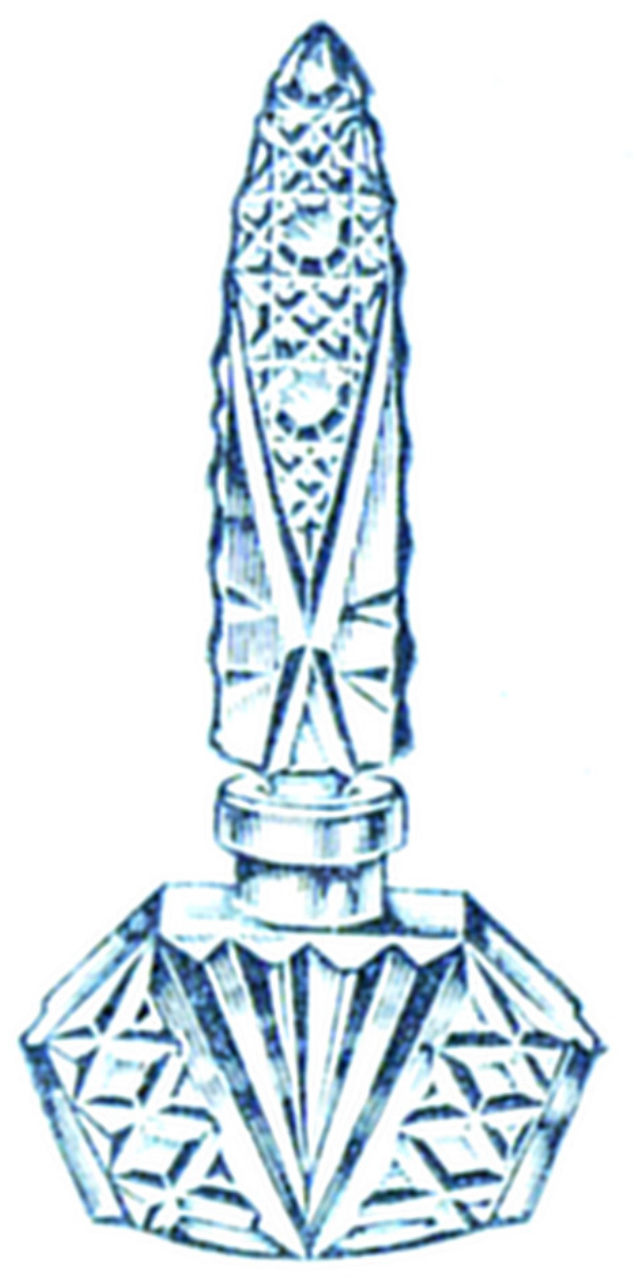

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Nebraska Rules On Bank Nights

●

Gives conditions under which it is legal—idea may go into stores in Hub spots

●

LINCOLN, Neb., April 4. — The State attorney-general's office here declared in the first opinion ever handed down in Nebraska on Bank Night that many operators in the State are handling it in violation to the Supreme Court's definition of a lottery. The opinion was read by Assistant Attorney-General Paul Chaney and to G. F. Nye, Omaha attorney. The opinion:

"You advise that some theaters are requiring a person desiring to register to first purchase a ticket to the theater; that others are requiring a person to be in the theater by right of a purchased ticket in order to participate in the drawing; that others make the announcement outside of the theater, but require the winner if outside to buy a ticket before being allowed to enter and claim his winnings, and that others conduct the drawing from ticket stubs collected the night of the show. It is our opinion that when an operator conducts bank night under any of the methods outlined immediately above, that the same constitutes a lottery and the operator is subject to statutory penalties for such offense."

Those using the copyrighted plan which has been offered by Associated Distributors, an A. H. Blank enterprise, are believed in the clear in most instances, but there are a great number of by-products cooked up by individual exhibs to get out of paying for use which are over the line. A general switch of tactics is expected with this announcement.

BOSTON, April 4. —The use of Bank Night in tieups with merchants and newspapers became known last week when Roy Heffner, New England distributor for Bank Night, returned from Wilmington, Del., where he closed a deal with a group of stores. Idea is to attract people to the shopping centers on inactive days. Newspaper tie-in boosts the Bank Night campaign.

Plans are now in progress to put Bank Night in a group of stores in a city near Boston as an experimental venture. If it clicks Bank Night will be promoted in places other than theaters.

LOS ANGELES, April 4. — C. K. Franklin, managing director of Theater Bank Night Guarantee Company, will face trial here April 7 on five misdemeanor charges growing out of the asserted bank night insurance racket. Franklin pleaded not guilty this week in municipal court and demanded a jury trial. J. Cafford, office manager for Franklin, has not yet been apprehended.

PITTSBURGH, April 4. — As soon as normal conditions, turned topsy-turvy since the flood disaster, return the Harris Amusement Company will usher Bank Night into its six theaters in this territory, offering a prize of $250 in cash every Friday night. Once a customer registers he is entitled to a chance to win no matter what theater he attends that night. Results will be broadcast from the stage of the Alvin Theater into all the other houses.

The chain formerly tried to boost business with a weekly car giveaway, but gave up after a few weeks, the added expense not paying for itself.

ATLANTA, Ga., April 4.—Bank Night is on the increase in this territory. Dan Roberts, in charge of Atlanta division, reports that the Sparks Circuit in Florida has renewed its contracts for the third year, which includes 68 theaters. The Sudekrim-Crescent Amusement Company, operator of theaters in Tennessee, has also added more houses, now having Bank Night in 45 of its theaters, which is about 80 per cent. Suits against infringers of the Bank Night rights are being filed wherever violators have been noted.

N. Y. Film Trial Not Held Up

NEW YORK, April 4.—Federal Judge Charles P. Davis' ruling in St. Louis granting permission to RKO, Warners and Paramount, defendants charged with conspiracy and restraint of trade in the recent film trial at that city, to appeal Judge Molyneaux's decree which dismissed the case without prejudice January 29, is considered unlikely to affect the progress of the new trial in New York. It was thought earlier in the week that this new angle, which will be taken under consideration by the United States Supreme Court, automatically involves cessation of litigation here until the point is settled. This is not so, and proceedings in New York may be carried on normally; but in the event that the appeal is successful, whatever transpired subsequent to the St. Louis action will be declared invalid.

In filing the petition for appeal the defendants listed 21 errors in Molyneaux's rulings, besides contending that the issues were settled favorably in a previous criminal trial when a jury rendered a verdict of acquittal.

Dance Congress in N. Y.

NEW YORK, April 4.—New Dance League, Dancers' Association and the Dance Guild have combined to promote a Dance Congress and Festival to be held in this city May 20-27. Hope to form a dancers' organization on a nation-wide scale and also to hold conferences and performances "presenting a cross-section of the dance in the United States."

Marco Reveals F. & M. Plans To Produce 4 Films and 12 Units

NEW YORK, April 4.—Mike Marco, who arrived here from the Coast Wednesday afternoon, revealed many of the Fanchon & Marco plans Friday afternoon prior to flying to St. Louis, but returning here in about a week. On information gleaned from Marco, F. & M. is entering the picture production field, with a schedule of four pictures: plans to produce 12 box-office vaude units, one a month, next season, and Marco himself has been authorized by the California Pacific International Exposition in San Diego to attempt to get the Joe Louis-Max Schmeling fight, as well as other attractions.

F. & M. currently has a deal on for the distribution of the F. & M. pictures, which will be made by the F. & M. subsidiary, Hollywood Pictures Corporation. Two pictures are to be made for fall release and will be made in association with Lester Cowan. Both films will be musicals. *Waltz King*, by Billy Wilder and Al Ruskin, and *Dance Congress*, by Allan Rivkin. About $400,000 average cost has been budgeted for each picture.

Marco revealed that the 12 units contemplated for next season will be produced here for the most part, the units being built around "names." The unit schedule calls for an Olsen and Johnson show, a Hollywood show, a Texas Centennial Follies to be done in conjunction with the Centennial, featuring Irene Beasley, the Texas Mustangs and an All-Texas cast. Also, a unit around Al Pearce and His Gang, one for Pinky Tomlin, and a Mickey Mouse circus show, through permision of Walt Disney.

On the Schmeling-Louis fight for San Diego, Marco revealed that Wayne Dailard, managing director of the fair, authorized him to guarantee as high as $1,000,000 to get the fight, the fair to build a stadium of 85,000 seating capacity if it can be procured. However, it is unlikely that the fight can be arranged. Marco has also been asked to try to get the St. Louis Municipal Opera for the fair. He reported that the fair is interested in all sorts of attractions, especially since the F. & M. booking of the Al G. Barnes Circus proved so profitable. The fair booked the circus for a Saturday and Sunday stand, guaranteeing $12,000, and in the two days the show grossed $22,500.

WPA Protest Meeting Off

NEW YORK, April 4. — Idea of a Madison Square mass meeting by theatrical unions protesting threatened WPA cuts is off, at least temporarily. A committee representing the unions and sympathetic groups conferred with officials of the Central Trades and Labor Council last week and asked the council to sponsor the meeting.

The Central Trades refused its okeh, claiming such demonstrations would link the American Federation of Labor to the Communist idea. Theatrical unions have temporarily dropped the mass meeting idea and are sending wires to federal officials instead.

At last week's Central Trades meeting a resolution introduced by Ralph Whitehead, AFA executive secretary, to protest WPA cuts and urge work for all unemployed was passed. At the same meeting Matthew Woll, vice-president of the AFL, announced the AFL Labor Chest will hold a meeting an[illegible] benefit show in Madison Square Ga[illegible] May 3 to raise dough for trade u[illegible] victims of European fascism AFA a[illegible] Equity are slated to co-operate on th[illegible] talent angle, while Local 16 of the Hotel and Restaurant Workers will supply liquor and food for entertainers contributing services that night.

Film Exchange Strike Ended

NEW YORK, April 4.—Republic Pictures and Film Exchange Employees Union Local 20,043 signed a strike settlement last week. Settlement preserves the open shop, in opposition to union demands, and establishes a $15-a-week minimum and a maximum 44-hour six-day week. Contract negotiated by Herman Gluckman, head of Republic, and Louis Nizer, attorney for the film interests, on one hand, and William Collins and William Mahoney, representing the American Federation of Labor, on the other.

Eleven employees had walked out January 1 when the employer refused to recognize the union. Since then they had been picketing the Film Exchange Building and also theaters showing Republic pictures. The union is understood to have practically all film exchange employees already signed as members.

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Paine and 802 Officials Expect Amicable Settlement of Strike

NEW YORK, April 4.—Both the officials of Local 802 of the AFM and John G. Paine, chairman of the board of the MPPA, are confident that the strike called against the music publishers will be settled within the coming week under conditions satisfactory more or less to both sides. Strike has been in progress for the past week and involves the pianists in the professional departments of the publishers as well as their arrangers, copyists and proofreaders.

From the AFM side comes word that 18 publishers who are not members of the MPPA have signed with the union. This excludes of course the leading publishing organizations. Pickets are being used by the union and musicians belonging to the AFM are not allowed into the music publisher offices. Some talk anent the non-use of the product of the MPPA publishers by orchestra leaders playing sustaining periods is characterized by the music men as mostly a whispering campaign and possibly a few traveling orchestras might be induced to use other music. For the most part the strike has been a passive situation.

Ernst Luz, who has been handling some of the negotiations along with a committee of music publishers, has given way to John G. Paine, who has just returned from Washington, where he was attending copyright hearings. According to the MPPA, the original desires of the AFM, first demanded five weeks ago, are absolutely impossible and cannot be met by the publishers. However, a compromise is being worked out and so far neither side has revealed any unfriendly feeling.

In the opinion of Mr. Paine, the plans of the AFM are fantastic if they believe they can go so far as to interfere with ownership of copyrights and disposition and handling of same. Many writers will always do as they please with their copyrighted material and every well-known orchestra leader who has a commercial or a good sustaining cannot be put on the spot and jeopardize his contracts involving advertising agencies and their clients. Also, from the viewpoint of the big conductors, they have expensive arrangements which they are not in a position to scrap unless they wish to go broke. Publishers state they can keep going indefinitely with plenty of songs in the safe, both arranged and otherwise.

It is conceded that nobody has been hurt so far and that an amicable adjustment will be reached long before it hits the hurting stage.

BEASLEY WINS——

(Continued from page 3)

viction was proper, in view of Section 236, criminal code, that the provisions against lotteries could not apply to operators of such games at an agricultural fair. Majority of the court held that this was a specific provision overriding the general provision in regard to a disorderly house.

Mr. Beasley, following the decision, said that he would again have all his concessions at the Canadian National Exhibition here, operating under an agreement with local authorities to the effect that children under 16 will be barred from playing coin-operated machines. The decision is of interest to Dominion fair managers and concessioners, as they now know where they stand on the coin machine question.

STRIKING FEATURES——

(Continued from page 3)

general list of novelties is a parachute jumping platform, whereby the general public will be trained to jump from the top of the tower into adjoining nets at the base. This is a plan developed in co-operation with leading officers of the United States Army in Chicago to make the American public more air-minded. It is also designed to train the public in use of parachutes for military and civilian purposes.

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WPA'S FIRST——

(Continued from page 3)

Cathedral, has only one week to go and must get another extension permit from Ashley Dukes, London producer who owns the show, if it is to continue.

Grosses at the Biltmore, Daly's and the Lafayette theaters continued to increase this week, putting the Federal Theater Project in the position of being the only WPA project in the country that is bringing back at least some money to the government.

SYRACUSE, April 4.—George M. Gatts, Federal Theater State director, reports the WPA show at the University Civic Theater played to capacity two days out of its three-day run. House seats 1,600 and played to 4,200 admissions the three days.

WHITE PLAINS, April 4.—WPA will present *Rebound* at the Ridgeway Friday, following *Criminal at Large*. It staged benefit performances of the latter for the Red Cross last week. Bernard Steele is managing director, his district covering Westchester, Putnam, Dutchess, Rockland and Orange counties.

DETROIT, April 4.—WPA Theater Project will open April 13 with a benefit for the victims of the flood, to be handled thru the Red Cross. Presentation will be *Liliom*.

WPA Theater is being sponsored by the women's committee of the Bonstelle Theater, Inc., an associate group of representative citizens of Detroit and of Michigan; the Department of Recreation of the city of Detroit and the Detroit Federation of Women's Clubs.

Music by Detroit WPA Orchestra. Ushers provided by the National Youth Administration.

Jack Marvin is supervisor, assisted by Edwin Gramercy and Gordon Fairclough.

I Confess, new play by William Beyer, will open April 27.

BRIDGEPORT, April 4.—Because Jewish leaders in New Britain, Conn., thought a production of *Merchant of Venice* would not contribute to good feeling between Christians and Jews, the New Britain Little Theater League Guild will not be allowed to present the play it has been rehearsing for many weeks. The Guild, now financed by WPA, was to give the first of its performances the past week.

BOSTON, April 4.—Federal Theater Project has 18 units ready for the road or in preparation. Project's newest production, *The Campus Widow*, 65-people show, had its premiere at a CCC camp near Fall River, Mass., last week and will play other camps in Massachusetts until the middle of May, when it will play both camps and town halls. Show includes a line of 18 girls, 22 musicians and 25 principals. Seven acts of vaude also travel with the troupe.

Federal Theater of Massachusetts averages 73 shows weekly. A new billbilly show is now in rehearsal. Units now working include a 28-people minstrel troupe, a 40-people colored show and 14 straight vaude units.

HOUSTON, April 4.—Federal Theater Project here is moving along "in a satisfactory manner," according to Cyril Delevanti, producing manager. Opening play is *Pioneer Texas*, written especially in line with centennial activities. Chester Snowden is the playwright. Production brings out historical incidents in Texas history that have not been touched upon by any other group or centennial unit. Cyril Delevanti is production manager, J. B. Burton is assistant director, and Bronson C. McDonald is handling publicity.

TAMPA, April 4.—Federal Theater Project presented its second show to Tampa audiences last Wednesday, Thursday and Friday nights, when the American dramatic troupe appeared in *As Husbands Go* at the Centro Asturiano. First show was given by the Cuban company several weeks ago. Local director is Charles Hopkins Jr. Dorothea Thomas Lynch is State director.

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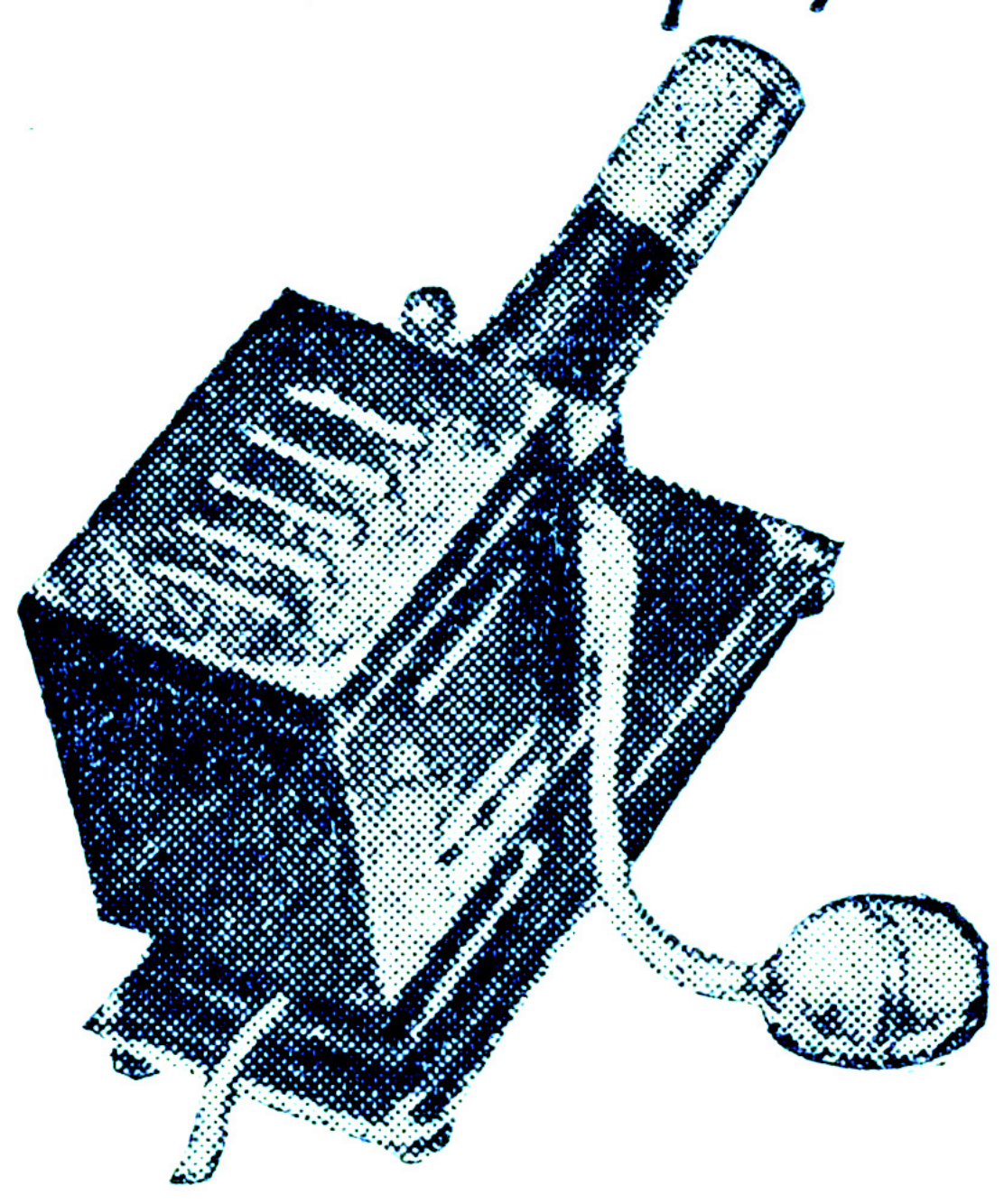

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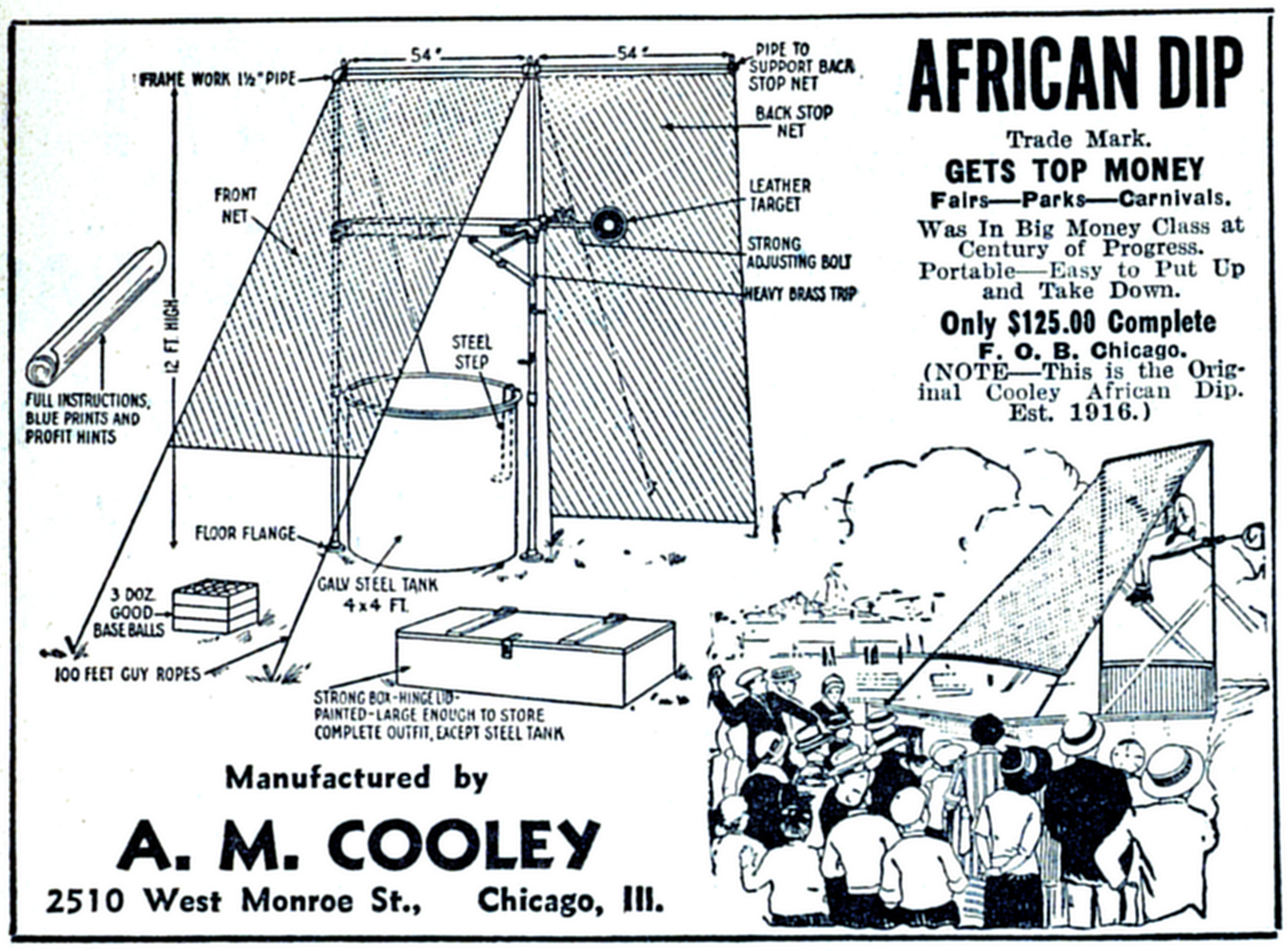
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Showmen's League of America

165 W. Madison St.,
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CHICAGO, April 4. — Vice-President Jack Nelson presided at a very interesting meeting Thursday. Meeting well attended and interesting subjects were up for discussion.

Brother Felix Charneski still in town, slowly recovering from his recent accident and just waiting the call to start the season.

Larry Benner seems happy to be back. Drops in almost every day for a call.

Brother Bill Kaplan still in Florida, and report is that Brother Harry Ross went by plane from Miami to Boston.

Just a few weeks and regular visitors will be few. Those contemplating leaving in a short time include A. R. Cohn, Al Kaufman, Peter Pivor, Paul Olsen, Pinkey Blitz and Ray Oakes.

Brother Dave Tennyson still in town but expecting to leave soon.

Advised that Brother Denny Howard was in town for a day but neglected to run up for a visit.

Brother Harold Becker announces the arrival of an heir. And is Harold proud?

Interesting letter from Brother Lew Dufour says they are busy with their plans for the Dallas centennial.

H. (Tubby) Snyder still hitting on all four and seldom misses a meeting.

Callers at the rooms during the week included Zebbie Fisher, Joe Miller, Sam Bloom, Leo Berrington, Peter Pivor, Dave Tennyson, Jack Benjamin, A. R. Cohn, Julius Wagner, Irving Malitz, Sam Kaplan, Frank Ehlenz, Max Brantman, J. C. McCaffery, John Lorman, Howard Gloss, Sol Alper, Sam Tessler, Lou Leonard, Jackie Leonard, Joe Foote, George Terry, Charles Owens, John Saladin, Pinkey Blitz, Paul Olsen, John Pritchard, Ray Oakes, Larry Benner, James Campbell, Larry O'Keefe, Rudolph Singer, Max Hirsch, Lew Keller, Izzy Steier, E. H Parker, Charles Hall, John Lempert, Tubby Snyder, Walter F. Driver, Charles G. Driver, Beverly White and A. D. Porter. President Patty Conklin is expected in for next week's meeting.

Lou Leonard going to the Royal American Shows for the season.

Dues for 1936 still coming in. Perhaps yours has been overlooked. Better attend to it at once.

Members of the League have been invited as guests at the opening performance of the Cole Bros.-Clyde Beatty Circus. Get your requests for tickets in early, as all admissions will be by ticket only.

A number of the brothers gathered to pay their last respects at the burial of Brother Frank Leslie.

Brother Patty Ernst still at the American Hospital. Improving slowly but expects to be up and about soon.

Brother Col. F. J. Owens is confined to his home. Feeling as well as can be expected. Gets down to the meetings whenever he can make it.

LADIES' AUXILIARY

CHICAGO, April 4.—The Ladies' Auxiliary of the Showmen's League of America has made notable progress during the winter and early-spring season as to increased membership and augmented interest in its social and business activities. The alternating of regular and social meetings for the weekly assemblages has met with favor among the members.

With the new outdoor season at hand for some of the members and soon to start for others, those traveling (as well as those located) are requested to keep in close touch with the auxiliary.

It behooves all to keep in mind the 1936 membership drive. Applications can be had by addressing the secretary, Cora Yeldman.

An error appeared in a recent issue relative to the date of the big farewell party. It will be held April 25 instead of March 25. Tickets are out and members are working diligently to sell them. This will be the big affair of the year. President Frances Kelley requests that reports on the drawing books be sent in as early as possible.

President Kelley presided at Thursday's meeting, which was well attended. Mrs. Ida Cook will be hostess at next week's social gathering.

Corey Greater Shows

CRESSON, Pa., April 4.—The flood which hit the winter quarters city, Johnstown, Pa., this spring did more property damage than the flood of 1889. Mr. and Mrs. E. S. Gorey and George H. Ammon, who resided with them, were driven from home and waded in water to their knees to the Elks' Home nearby —climbed a ladder to the first floor of the building and got in thru a window. Were there all the night of March 17 and until the following day at 11 a. m., when the water had receded enough for them to get back home, which they found uninhabitable, due to the silt, mud and filth left. Soon after entering the house an alarm was given that the Quemahoning Dam had burst and they were told to flee to the hills, which they did. Altho the dam had not burst, they were not allowed back into the town. After many delays and difficulties, Manager and Mrs. Corey arrived in Cresson, where they will remain until the show opens. Fortunately the show's paraphernalia was stored in a stone building on Pine street and nothing was lost or damaged except for mud, as only a foot or so of water got into the building. The Lorain Fire Company's show grounds, at the end of Ohio street, where the show is scheduled to open, was out of the flood area. F. A. Short, who is wintering in Philadelphia, has contracted his two shows and will arrive here April 27, he advises. William (Bill) Gilliland, Mrs. Ruth Gilliland, Constance Gilliland and Mr. and Mrs. Charles (Chuck) Jones are expected soon to condition their rides, shows and concessions, which are stored near here. C. L. Shilling, of Philadelphia, has booked his Monkey Circus. Georgie Spears, Jr., 19-year-old dancer and contortionist, who has been playing vaudeville, advises that he will visit his home in Lansing, Mich., before arriving for the opening date. George P. Milliken stopped off at winter quarters while enroute to Pittsburgh and stated that he and the missus would arrive several dayes ahead of the opening. Ben Davieson, manager of the No. 2 unit, advises from the South that he has been successful in booking dates in Virginia, North and South Carolina and Georgia. Eugene Beegle will superintend building new fronts for the Plantation, Hill Billy and Illusion shows. Emmett Moule, concessioner, who is in the produce business during winter in Johnstown, lost a truckload of apples during the St. Patrick's Day flood. Word was received that Mr. and Mrs. Jerry Swisher are enroute to winter quarters from Miami.

ED. RHOADS.

Western States Shows

Corpus Christi, Tex. Week ended March 28. Auspices, American Legion. Location, circus grounds. Business, fair.

The first carnival ever to show on the circus grounds. Shorty Norton has about completed painting all the fronts, with the exception of the Wild West Show. Mrs. Bill Williams has charge of Monkey Speedway and getting her share of the business. Clyde Davis and his dad, Mike, have the Hawaiian Show and photo gallery. Sophie and Larry Mullins with it again, Sophie handling front gate ticket box and Larry a nifty radio concession. Albert and Maude Wright are putting on weddings on Friday nights. Paul Klotz has finished a new housecar—it is a "palace on wheels." Joe Rosen still talking about birds and that the "wrong people have the money." Bill Williams, who does all the building on the show, has completed a flashy fence for Pony Ride and platform for free act. Visitors were: Mr. and Mrs. A. Obadal, Mrs. Ben Block, formerly with Dodson's Shows and who, with her husband, Ben, operates Riverside Gardens in San Antonio; Slim Havis and wife, Jim Harper and wife. SOPHIE MULLINS.

Larkin Shows

BATTLE CREEK, Mich., April 4.—Everyone around headquarters is getting ready for the new season. Show had figured on opening earlier, but owing to unusual weather conditions a later date has been selected. C. W. Sr. and C. W. Jr. (Larkins) have just returned from a successful booking trip. The outlook for the coming season better than it has been the past six years. All of which is from an executive of the show.

Freeman Heads South on Units

To see Publix partners—plans 20 weeks at $175 a day—to be gone 3 weeks

NEW YORK, April 6.—Charles Freeman, now with the Paramount booking office, will leave here the latter part of this week for about a three-week tour of the South in an effort to line up an extensive cheap unit tour of Paramount-Publix affiliated theaters in that territory. This has been his aim for some time, and it is his opinion that it can be done. He will contact many of the Paramount theater partners and will also see some of the Cushman Circuit units playing in that territory. Freeman figures that there is a possibility of lining up about 20 weeks for $175 a day units.

Among the Paramount partners Freeman will visit on his Southern tour will be Wilby-Kincey, M. A. Lightman, Lucas & Jenkins and E. J. Sparks. He claims his trip is more or less in the nature of building good will, but that he will definitely contact the partners on the unit plan. Inasmuch as he is employed by Paramount, it is very likely that the partnered theaters will favor his plan. Many of the theaters in the South play units, the Cushman Circuit servicing quite a few.

Freeman revealed that many standard acts, shut off from employment by units and "names," have approached him on the idea of unit-touring. While most of the Southern units now get at the rate of $150 a day, Freeman points out that he will ask for $175. The plan does not call for production by the Paramount office, but instead booking a standard act to head a show and letting that act look after the production.

Freeman figures, from the many standard acts that have approached him, that there are enough acts to go around to take care of a possible 20-week tour. In lining up his time he will concentrate on consecutive booking to make the unit tour feasible.

Peggy Taylor Recovers

LONDON, March 23.—Peggy Taylor, the American adagio dancer, of *Kitchen Pirates* fame, has completely recovered from the bad leg injury she sustained in Paris last December. The act is working this month at the Ronacher, Vienna. Next month (April) the act goes to the Wintergarten, Berlin, with English dates to follow.

New Haven's Show Diet

NEW HAVEN, Conn., April 4.—The Paramount Theater here is getting a steady run of stage shows, with the New York booking office of Paramount already buying three shows to play here. The Count Bernivici unit opens April 17, Benny Meroff's unit opens April 24, and Cab Calloway and ork open May 8.

"Folies" 21 Grand on Second Boston Week

BOSTON, April 4.—*Folies Comiques*, RKO's own unit production, wound up its second week at the Boston Theater here Wednesday with close to $21,000 in the box office. The show moved on to the Palace, Cleveland, for a two-week stay.

On its first week here the unit grossed $100 under $28,000.

Dickie Moore, Edmund Lowe And Guy Robertson for Det.

NEW YORK, April 4.—The Loew booking office has booked a trio of "names" for the Fox, Detroit, the week of April 24. They are Dickie Moore, kid movie performer; Edmund Lowe, also of the movies, and Guy Robertson, of *The Great Waltz*.

Loew has also booked the kid performer for the week of May 8 at the Century, Baltimore.

The Punch Line

NEW YORK, April 4.—Al Grossman, ever since his return from Florida with a heavy coat of tan and a Clark Gable mustache, has been paying much attention to his tan and lip adornment. In trying to peddle acts to Sid Piermont, Loew booker, the other day, Piermont staged a grouchy rib and yelled at Grossman, "What do you want?" Murray, one of the boys in the Loew office, out of nowhere piped, "He wants a picture test."

Palace, Chicago, To Get Its Shows Back

NEW YORK, April 4.—The Palace, Chicago, will definitely resume with vaude again, the decision being made yesterday by Nate Blumberg, RKO theater executive. If an attraction can be obtained the vaude will return to the house this Friday, otherwise the policy will not be restored until April 17.

The theater's brief run with a straight picture policy proved very unsuccessful, the neighborhood entailing too much flesh opposition for a straight picture house.

Harry Russell Office Moves

DETROIT, April 4.—The Harry Russell office has moved to quarters adjoining the rehearsal hall and clubrooms of the American Federation of Actors. Jack Miller, formerly with the Frank Bessinger *Passing Song* Company, has joined the office as an associate booker. Russell is producing the *Detroit Beef Trust*, an act using four girls in a series of novelty dance routines, advertised as "One Thousand Pounds of Girlish Beauty." Viola Gatlin, Velma Osborne, Emily Smith and Divina Lopez are in the act, with Carl Lorraine producing the routines.

Benson, Clark Open Offices

CHICAGO, April 4.—John Benson, associated for some time with the Metropolitan Vaudeville Agency, and Harry Clark, local producer for the Cushman circuit, who formerly made his headquarters in the Metropolitan office, have taken space of their own in the Woods Theater Building. Benson books the Arcade Theater, St. Charles, and several night spots.

Boston AFA Active

BOSTON, April 4.—The AFA of Boston is preparing its annual benefit show, with date and place still undecided. Last year the AFA's affair was held at the Boston Opera House. Local AFA also is organizing its second baseball team. First call for material went out last Saturday and the team will be whipped into shape to play CCC teams and semi-pro outfits.

N. Y. Para's Band Success Luring Other Rialto Spots

Center Theater toys with idea to open Easter Week—unsuccessfully approaches Vallee and Lopez — Paramount has more to offer—State books "name" bands

NEW YORK, April 4.—The success of the local Paramount Theater with its pit band presentation, using "name" bands, is enticing other theaters in the Broadway area, the Center Theater in Radio City, now in straight pictures, toying with the idea and reportedly passing it up after negotiating with a couple of bands, and Loew's State booking a couple of bands. The Paramount is continuing to buy up bands, and intends running thruout the summer, despite the report that the theater was going back to stage shows. Center may again pick up the idea if it can get bands, and the State intends only using band attractions when other "names" are unavailable. Attempts by other theaters to corral bands usually finds them handicapped in view of the considerably more time the Paramount has to offer.

The Center was offered the "name" band policy before the Paramount got under way with it, but turned it down. After many unsuccessful weeks with B. A. Rolfe's Orchestra as the pit attraction the house went straight pictures and has been in the red ever since. It is understood that John Hyatt, managing director of the house, was inclined to use bands starting off with Easter Week, approaching Rudy Vallee and Vincent Lopez. Vallee is understood to have turned it down, while Lopez could not get his price. While a Center Theater executive claims the plan has been dropped, it may be revived if band material is obtainable.

The State gets itself into the band picture the weeks of April 17 and 24, when Buddy Rogers and Cab Calloway play the house. Rogers will do the whole show with his unit, while Calloway will have three acts along with his ork. Nothing definite as to other bands booked for the house.

The Paramount, booked by Harry Kalcheim, continues to buy its bands far in advance, revealing that the house will run all summer with the policy and as long as the band supply holds out, which can be for several years, figuring on the basis of 26 bands a year. Today Johnny Green and ork opened for a two-week stay, to be followed by the Little Jack Little-Ethel Merman combo for a 17-day run. Booked to follow are Guy Lombardo for two weeks and Phil Spitalny for two weeks also. The house is still dickering with Ray Noble.

Attempts by other Broadway theaters to play "name" bands do not prove fruitful in view of the fact that the Paramount offers two weeks at its local house and then has other weeks like Boston, Detroit and Chicago. However, most bands prefer to stay in town, in view of broadcasts, and they lean to the Paramount in view of the house's success.

Edwards Completes "Sho-Window" Cast

NEW YORK, April 4.—Gus Edwards' vaude revue, opening a week from tomorrow night at the Broadway Sho-Window on 53rd street and Broadway, is practically complete in cast. As it stands now, the cast includes Armida, Ed Lowry, Mark Plant, Milton Charleston, Three Nonchalants, Bailey and Dandridge, Joe Dorris, Joe Cook Jr., Larry Rich Jr., Janee Rich, Myra Lott, DeBold Twins, Connie Lusby, Joan Alexander, 16 Sweet Sixteens, Singing Urchins and the Glorious Eight. Phil Fabello will lead the pit orchestra.

Policy calls for two-a-day at popular prices, with matinees scaling at 25, 50 and 75 cents and evenings at 25, 50, 75 and 99 cents.

Knight, Tomlin Join Pearce

NEW YORK, April 4.—Al Pearce and Gang, radio show now touring theaters under the sponsorship of Fanchon & Marco, has been made bigger for its tour, with June Knight and Pinky Tomlin joining the show. The unit, with Knight and Tomlin added, will open for RKO this Friday at the Downtown, Detroit. After a week layoff, which may be filled in with Orpheum spots in that territory, the unit goes to the Mainstreet, Kansas City.

New Brunswick Almost Out

NEW YORK, April 4.—RKO planned to drop the two-day vaude policy, effective today, at the State, New Brunswick, N. J., but a last-minute change of mind kept the shows in. Tommy Crehan, doubling from handling transportation matters, books the house.

"Waltz" Trio for Chicago

CHICAGO, April 4.—With the closing of *The Great Waltz* here, the Paramount office has booked three of its principals for the local Chicago Theater. Guy Robertson, Marion Claire and Vivian Fay will open at the theater April 17.

Battle Between Paris Houses Sees Scarcity of Good Acts

PARIS, March 30.—With the entrance into the local vaude field of the circus proprietors, the Amar Brothers, who took over the Empire Music Hall last week, a real battle is on for business between the various vaude and circus groups. All the houses, with the exception of the Cirque d'Hiver, put on new bills last Friday, and practically all were making last-minute efforts to find some outstanding "name" to serve as a drawing card. While most of the bills appeared fair, the bookers were apparently unable to land any international "names"—unless one excepts the Alhambra, which has Larry Adler, Three Sailors, DeWolf, Metcalf and Ford and several other big time acts. Bookers for the Amar-Empire tried to find suitable talent in London, but opening program reveals only a good bill minus any real sock acts.

In any case the town now has three big-time vaude houses, the Alhambra (Robitschek-Bizos group), the Empire (Amars) and the ABC (Rottenbourg-Goldin). The two circuses, Cirque Medrano and Cirque d'Hiver, in reality are in the vaude category as a good portion of their bills is devoted to standard acts. In addition, there are three neighborhood houses, the Bobino (Rottembourg-Goldin) Europeen, and Petit-Casino.

A scarcity of suitable acts exists at present. Most of the good acts here have played everything in town. Casino de Paris is scouting for a sock comedy act for its new revue, and so far has been unable to find one. Low salary offers and lack of consecutive dates are largely responsible for the shortage of class acts here. As all houses, excepting the Rottembourg-Goldin group, are opposition, acts landing dates at any house are prohibited from playing other houses. Even the circuses stipulate that acts booked must not make prior appearance at any other spot here, but acts continually break this rule by appearing under a phoney name and slightly altering their act.

Gerber Unit Renamed "Music Hall Follies"

NEW YORK, April 4.—After conferring with attorneys for Radio City Corporation, Alex Gerber has changed the name of his unit from *Radio City Follies* to *Music Hall Follies*. The unit, under its new title, will play Fay's, Philadelphia, week of April 10; Fay's, Providence, week of April 17, and will follow with Boston and Washington. Negotiations are also on for the show to open in Mexico City June 8.

Unit's cast comprises the Roxy Singing Ensemble, with Clark Kramer, Hayes, Haig and Howe, Ruskin and Norman, Jack Bickel, Dorothy Holbrook, Helen Olsen, Nickolas and a line of 16 girls.

Pennsy's Second WPA Unit

PITTSBURGH, April 4.—The second WPA vaude unit opened at the Y. M. & W. H. A. Auditorium Wednesday under the direction of J. T. Fitzpatrick, professionally known as Jimmy Loster. Show lists a cast of 31 people, who will average four performances a week for the next four months at $94 per month. As is the case with the first unit, which is now in its second month, the show will tour Allegheny County and play settlement houses and school auditoriums. No admission is being charged.

Vaudeville Looks To Europe

By Anonymous

TURN back the vaudeville clock 10 years, shift the locale from America to Europe, and you will realize why so many American acts today, more than ever, are looking across the Big Pond for bookings. Vaudeville in Europe is in its heyday, straight vaudeville with no pictures, 12 acts to a bill; two shows daily, and crowds of people waiting around stage doors for autographs. Europe is vaudeville conscious to such an extent that American acts going over for the first time are amazed at its hold on the people.

The past few years have seen the migration of a great many acts to foreign shores. American acts have come to the realization that despite the distance handicap foreign bookings are most desirable. Bookings are continuous and jumps between towns much smaller. The biggest jumps in England are from London to Glasgow, a distance of 402 miles covered in eight hours by train, and from London to Dublin, 335 miles apart, necessitating a combined train and boat trip of nine and one-half hours. The absence of Sunday shows in England makes it unnecessary to go by sleepers.

New York City, with a population of approximately 7,000,000 people, hasn't one straight vaudeville theater, while London proper and its suburbs support at least a dozen music halls. In the provinces cities with populations under 500,000, such as Brighton, Leicester, Portsmouth, Swansea, etc., maintain at least one straight vaudeville theater. These towns are comparable to Albany, Rochester, Syracuse, Bridgeport, Richmond, etc.

Compare the amount of playing time available to an act in America with that of Europe. RKO, Loew, Paramount, Warner, Balaban & Katz and Fanchon & Marco have a combined playing time of about 22 weeks. There are, of course, a certain number of independent dates, but let us take just these six major circuits. In England the General Theaters Corporation alone has more than that number of theaters playing straight vaudeville and unit shows. This circuit has been the leader for the last few years in importing American acts, playing the average vaudeville act and the biggest stars. There are also the Stoll Circuit and the Collins Circuit, along with a good many other smaller circuits and independent theaters, all playing straight vaudeville bills, twice nightly. On the Continent the chief buyers of American acts have been the Scala Theater, Berlin, which also has a booking arrangement for the UFA Palast, Hamburg, and the Alhambra and the A. B. C. theaters in Paris. The Cirque Medrano and the Paramount, Paris, as well as the Apollo Theater, Dusseldorf, also use quite a good many American acts, altho it is their custom to wait until these acts are already in Europe before booking them for their establishments.

In America vaudeville consists of weekly stands, whereas in Europe, especially on the Continent, engagements are for extended periods. A contract with the Scala, Berlin, calls for one month at that theater, while the Alhambra and A. B. C. theaters, Paris; the UFA Palast, Hamburg, and the Apollo, Dusseldorf, are all two-week stands.

The shows at the Palladium, London; the Alhambra, Paris, and the Scala in Berlin are being run as well as were the vaudeville bills at the two-a-day Palace, New York. George Black and Val Parnell have brought the Palladium shows to a speed and smoothness that astound the American performer, who has to admit that he has not seen anything like it since the days that American vaudeville was at its peak. Kurt Robitschek, of the Alhambra, Paris, and Eddie Duisberg, of the Scala in Berlin, have also been very successful in perfecting the running of their programs.

South America and Australia have also, in the last few years, come to the fore in the buying of American acts. Andre Trillas, of the Lombartour Tour in Buenos Aires, and Frank Neil, of Australia, both favor the use of American acts in their theaters, and as a result a great many acts have sailed and will sail for those parts of the globe. The warm reception accorded American acts in these foreign countries is vindicating the judgment of these men in importing American turns.

A good many American acts are arranging their bookings so as to play the greater part of the year in foreign countries, returning to America for a few months to play what little time there is left, then going back to Europe, South America or Australia for a new season. Naturally, with vaudeville conditions as poor as they are in this country, these acts prefer to remain away for as long as they possibly can. American agents are daily cabling their acts in foreign countries offering them vaudeville engagements, radio programs, night club spots and even pictures. The majority of answers are the same. The acts advise that unless something out of the ordinary presents itself for them here in America they would much rather stay where they are for the time being, working steadily and with much easier work at that. This is creating a scarcity of good acts for American bookers. At the time this article was written two circuits here were looking for comedy acts for the following week and a unit producer was frantically searching for acts that had not been seen around too much. A glance thru a list of American acts abroad would reveal at least a score of such acts, and any one of them, by cabling their agent notice of their return to America, would be booked immediately for the various circuits for whatever time they have on their books.

There is no incentive today, with vaudeville as it is in America, for our producers to develop new acts and new talent, especially novelty and comedy material, and this dearth is being sorely felt in vaudeville circles. As a result several of the major circuits are realizing this and are bringing over European acts suitable for this country. A good many of these European acts are finding profitable engagements in America, for the arrival of each new act brings offers not only from the other circuits but from night clubs and hotels, which have for the last few years taken the majority of their acts from the vaudeville field. They, too, are feeling the need for new material, new ideas and novelties. American producers are gradually beginning to realize that they will have to look to Europe for new acts as well as for most of the good American acts. Just a few years ago Lee Shubert, during one of his European trips, saw a show at the Ambassadeurs in Paris and signed five acts for his revue in America. Three of these five acts were American turns that had arrived in Paris from New York several weeks before. One of the acts had all it could do to convince Mr. Shubert that it was American and that it had played the Paramount Theater, New York, the week prior to sailing for Paris.

WHY ANONYMOUS?

The author of the article on this page is one of the most successful of so-called European agents. When this article was projected The Billboard had the choice of obtaining a signed article that would call a spade a shovel from persons hardly in a position to engage in a straight-from-the-shoulder discussion or this article from the pen of a man who knows his business but who, for obvious reasons, could not sign his name to the piece. The identity of Mr. "Anonymous" should not be an unsolvable puzzle to those who know at least a little something about the European situation. But the guessing is their pastime; our duty and moral obligation is to dissociate his name from this page.—Ed.

Vaudeville in Europe, with its speed and its enthusiasm, seems to inspire the American act to better work, and in many cases personalities that have been dormant due to the lack of means for outlet have come to the fore. With that thought in mind and with the present demand for new faces and novelties in picture musicals, American picture companies would do well to have their foreign offices cover all American acts playing in their countries.

For several American vaudeville stars who were more or less on the downgrade here Europe seems to have been just what the doctor ordered to bring them back on their feet and to headline prominence once again. They seem to become rejuvenated, regaining confidence and their personalities. Only recently a well-known singer was being offered to the various circuits at a much smaller salary than she had been receiving a few years ago, but still there were no takers. She was offered European bookings which she had invariably turned down year after year. At last her agent persuaded her to accept the foreign dates, with the result that when she went over she was a tremendous success and stayed in Europe for about six months. The reports were so terrific and the publicity she received was so great that she was cabled an offer from one of the major circuits for a string of dates at a salary much more than she had been asking just before she left for Europe. Upon her return to this country she was a bigger hit than ever before.

As is the case all over the world, when an act returns to his own country he usually has some complaint to make about business methods in the other lands. The majority of American acts have come back with the kick that after playing the guaranteed number of weeks they had when they went over they were asked by the management of the circuit for which they were brought over to accept a reduced salary for further dates. In a good many cases these acts feel very indignant and rather than accept such reductions they return to America. However, European managers realize that when acts quote salaries for foreign engagements the acts include in their quotations the amount of their round-trip transportation prorated over the guaranteed number of weeks. Naturally, at the completion of their original bookings this transportation cost is covered and these circuit managers do not want to continue paying the extra salary towards these fares, especially in the smaller towns that cannot pay as much as the bigger houses. There is plenty of consecutive and profitable work in foreign countries for acts that understand this situation and adapt themselves accordingly.

Each country has its likes and dislikes, and certain types of acts will be enthusiastically received in one country and completely ignored in others. Tap dancing is understood in England as well as it is here in America, yet France and Germany are countries to be avoided by acts specializing in this type of dancing. A few years ago one of the best American tap-dancing acts was booked into the Empire Theater, Paris, which at that time was the ace vaudeville house of France. The opening show was disastrous for the boys, who did the same act that they did in England, where they had figuratively "torn the house down." Triple taps, trenches, over-the-tops, etc., meant nothing to an audience which knew nothing of the intricacies of the tap dance. Fortunately, they changed their act for the second show, and the best part of the revised act was the guitar playing of one of the boys who had been playing the instrument more for his own amusement than for professional purposes. France is also a place to be avoided by singing acts that cannot put their songs over in French. Let an American or English singer start his program with an English song and you will hear cries of, "En Francaise!" coming from the gallery. Acts with some talk are cautioned by managers of French music halls, as well as those in Germany, either to eliminate such talk or else to have as much of it as possible translated into the language of the country. Audiences in France and Germany will forgive a foreign accent; as they realize that the performer is at least trying to adapt his act to their country.

England naturally uses a good many American talking acts, but even then such acts should first acclimate themselves and make such changes as are necessary to put their acts across. An English audience cannot understand the second chorus dramatic patter that most American singers use over here. They prefer the straight singing of a song without a lot of sentimental and heart-rending interpolations. Furthermore, English audiences are none too friendly to American comedians with aggressive personalities. Their term for it is "cheeky." Another thing they cannot grasp is the "curtain speech" of the American act that is a big hit. The business of "I'm so glad you have taken me, a foreigner, to your hearts" and "I'm thrilled at your marvelous applause," etc., means next to nothing to them and in most cases acts are asked to delete these speeches by the manager after the show.

Knockabout acrobatic comedy acts and pantomime novelties are universally understood and can play in any theater from Rio de Janeiro to Dublin. France and Germany, especially, go for the slapstick type of comedy knockabout and a "pratt" fall is greeted with howls of laughter. Beautiful girls (God bless them), especially acrobatic dancers, have an unlimited field in foreign bookings.

The vaudeville field has contributed to radio, pictures, legitimate stage, night clubs, etc., and these fields will, in a few years, have to look to Europe for the better American vaudeville acts, because scores of these acts are being kept working and in the business by their foreign bookings, whereas without this field most of them would be forced into other lines of work and their talents forgotten. Even now foreign bookers are beginning to worry about new

(See Vaudeville Looks on opposite page)

WPA Vaude, Minstrel Units To Tour Non-Competitive Theaters

NEW YORK, April 4.—Possibility of locally produced WPA vaude and minstrel units touring towns and cities where there is no vaude competition is now greater than ever. Philip Barber, New York Federal Theater head, has okehed the plan advanced by the American Federation of Actors and is already working on getting an okeh from Washington to permit use of busses to transport the shows. Mrs. Hallie Flanagan, Federal Theater director, is also behind the plan.

Ralph Whitehead's plan is to book these units into towns adjacent to CCC camps on a percentage basis and include a proviso that camp boys be admitted free. These bookings will be interspersed with dates in theaters or auditoriums that are not competitive to spots already using vaude.

As with traveling drama units, performers and musicians will get $103.40 a month, plus $3 a day for expense. Units will comprise the regular acts, an orchestra of eight or more, advance men and a stage crew of three. Angle is to start off tour in the East and extend it thruout the country if successful.

Whitehead, who is national adviser on WPA vaude, musical comedy and circus, says the problem is to restore vaude to communities and at the same time avoid competing with established vaude spots. WPA units would be withdrawn when a community becomes sufficiently vaude-conscious to support a commercial vaude spot.

Pittsburgh Casino's Twin Pix

PITTSBURGH, April 4.—George Jaffe dropped his vaude policy at the Casino Theater here and reopened last Saturday, following eight days of inactivity due to the flood, with double features. Joe Hiller, who booked the house, reports that Jaffe may bring in flesh again late this month.

Schultz and Kemp to Coast

NEW YORK, April 4.—John Schultz, head of the F. & M. Agency, left here yesterday for the Coast with Harold Kemp, who will assume charge of the Coast affairs of the agency. Due to bad flying weather, they entrained to Chicago, where they will pick up a plane to the Coast. Schultz will return here next week.

Broadway in Piccadilly

LONDON, March 23.—The number of American acts playing English vaudeville this week totals 83, the highest for nearly two years. Of these 83 acts no fewer than 49 are playing in town. This figure is exclusive of American performers in cabarets, clubs and musicals.

Vaude for Sycamore, Ill.

CHICAGO, April 4.—The Fargo Theater, Sycamore, Ill., will inaugurate stage shows Sunday with Edna Alee and her Texas Cowboys unit. If the policy clicks, alternate vaude shows and units will be made a regular Sunday attraction. Tommy Sacco books the house.

VAUDEVILLE LOOKS——

(Continued from opposite page)

American talent. They have practically exhausted the vaudeville acts suitable for bookings in their theaters, and very soon it will be a question of re-engageing most of the acts that have already played there several times. At present there are two foreign managers in America looking for talent. One of them is a producer of pantomime in England and uses a good many American acts in his shows. The other is a producer of night club shows in France and England. Both of them are having their troubles finding talent that has not been seen in Europe, and they deplore the dearth of new vaudeville talent here in America.

New Chorus Equity Standard Contract

NEW YORK, April 4.—Chorus Equity is putting finishing touches on its standard contract form for chorus people in presentation houses. Original contract for this field was used only once, when a Sara Mildred Strauss troupe signed up more than a year ago. It provided for a Chorus Equity closed shop and specified the NRA code was a part of the contract.

The new contract includes most of the code provisions and sets up the code minimum wage figures: $25 a week for permanent troupes in Class B houses, $30 a week for permanent troupes in Class A houses and $35 a week for traveling troupes playing any class house. These figures may be raised, however, before the contract is issued, as the Chorus Equity minimum for chorus people in legit shows is $30 a week for eight shows.

Vaudeville Notes

RUTH ETTING goes into the Michigan, Detroit, for Paramount the week of April 17. . . . Benay Venuta and Stepin Fetchit go into the State, New York, this Friday, with Roger Pryor there last week moving on to the Marbro, Chicago. . . . Jesse Kaye, F. & M. booker, has become a riding enthusiast, working out on the horses of the Harry Arthur stable in Westchester. . . . Mike Marco, of Fanchon & Marco, arrived in New York Wednesday, coming in with Harry Arthur, picking him up in St. Louis. . . . Horace Heidt and ork have been booked by RKO to play the Palace, Cleveland, week of April 24.

W. D. GLADSTONE, drummer in the ork at the Radio City Music Hall, is quite an inventor, creating novel musical items as well as other things. . . . His best seller is a key case named after him, with many of the prominent stores featuring it. . . . Incidentally, the Music Hall had a holdup scare Wednesday night when the burglar alarm was accidentally set off. . . . Dave Apollon's unit has received five Midwestern weeks from Paramount, embracing stopoffs in Duluth, Superior, Minneapolis, Omaha, Des Moines, Sioux City, Davenport and Cedar Rapids. . . . George Givot has three weeks in Chicago for Paramount, playing the Marbro last week and following with the Southtown and Uptown. . . . Ted Lewis will play his Chicago, Chicago, date May 8, having been released from his original date in order to go into the Morrison Hotel.

SAM SHANNON is now quartered in the RKO Building in Radio City. . . . Charlie Masters, comedy drummer, opened at Loew's Montreal, Friday for Charlie Freeman, agented by Harry Norwood. . . . Masters recently had a nine-week run at the Vinoy Park Hotel, St. Petersburg, Fla. . . . Harry C. Pyle, material writer, dating back to the days of Raymond and Caverly, Eddie Hill, Monte and Lyon and Bert Swor, continues to script new gags and radio continuity at his home in New York City. . . Boy Foy, European juggling unicyclist, just completed a stopoff at the Earle, Washington, D. C., and moves on to the Michigan, Detroit, and Oriental, Chicago. . . . He goes into Loew's State, New York, in May and will follow with the Hotel Biltmore Roof June 1.

SHERRILL COHEN, operator of Orpheum, Los Angeles, traveling east on a three-week talent hunt. . . . Understood he has tentative deals for several important "names." . . . Harry Lucenay and Pete back on the West Coast after four years of vaude. . . . Pinky Tomlin, now in New York, goes west for pictures and more vaude at Orpheum in May. . . . Jay Brower replaced Rube Wolf as emsee at J. J. Franklin's King Theater, Honolulu, Thursday. . . Took with him a new line of F. & M. girls and several specialties. . . . Rube Wolf and current show returned to the States after 16 weeks.

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Jackie Coogan and Betty Grable

Reviewed at the Roxy, New York. Style—Talk, singing and dancing. Setting—In one and full stage (special). Time—Twenty minutes.

Backed by plenty of publicity as a romantic team, the grown-up "Kid" and his girl friend, Miss Grable, provide nice entertainment. Featured in the F. & M. *Hollywood Secrets* unit, they get a good chance to show their talents.

Altho Miss Grable is more talented, it is Coogan, of course, who gets the most attention. Now grown up, Coogan is a tall and pleasant-faced young fellow with a good talking voice and modest personality. Did emsee here and then joined Miss Grable in some tap routines. He also worked in the brief dramatic scene.

Miss Grable is a nice looker. A shapely platinum blonde, she sang a couple of pop numbers, displaying more personality than voice. Her dancing with Coogan was okeh. Also handles lines nicely.

They make a nice team, mainly because they actually show some talent rather than depend on throwing the Hollywood bull about "my dear public." Got over nicely here. P. D.

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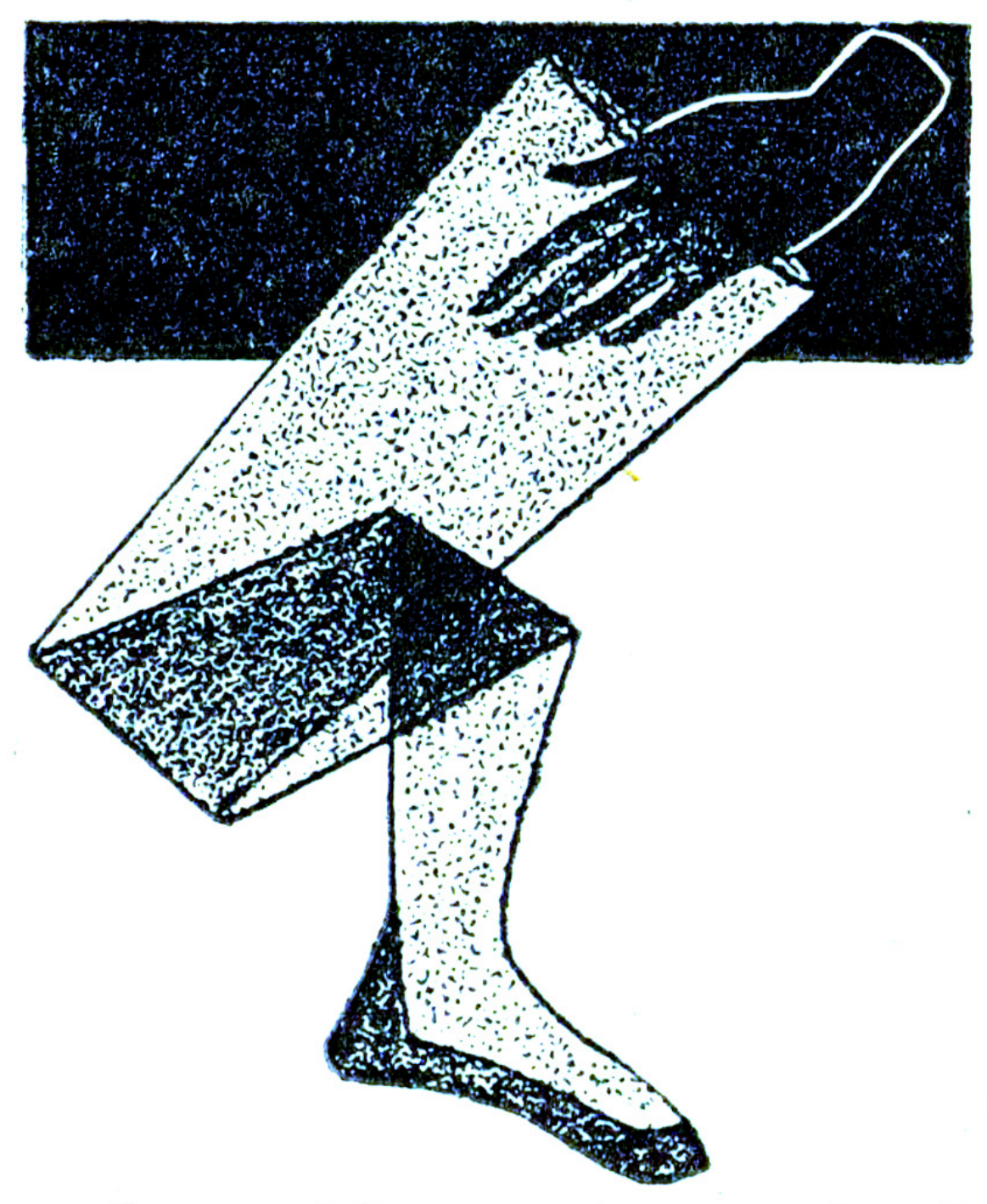

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Nina Olivette

Assisted by MURRAY AND KING

Reviewed at Loew's State, New York. Style—Comedy, dancing and singing. Setting—In one and three. Time—Eleven minutes.

After heading 10 and 13-people flash acts, Nina Olivette is doing a three-people turn, an act that's thoroly effectively and sure to catch on with audiences. Murray and King assist the blond, energetic and talented comedienne. The act is of a madcap nature and it is routined and staged very well, showing the touch of an expert producer.

Leads off with the two boys doing a hoofing routine, with Miss Olivette breaking in in an attempt to join up with them. This builds up for a Clayton-Jackson-Durante number, Miss Olivette very cleverly taking the Durante part in doing a tune, *I'm a Lady*. Next is a dance by the trio to varied tunes sprung suddenly, something like the Ritz Brothers do. Finish is burlesque ballroom dancing a la Gine, DeQuincey and Lewis, Lowe, Burnoff and Wensley et al., and this trio really do it very well.

While the act may be questioned on its originality, still it's all done very cleverly and rated the heavy applause received here in the trey position of the five-act show. S. H.

Frank and Vilma Revue

Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—Full stage. Time—Eleven minutes.

Three girls and a mixed team comprise the setup for this flash. Pace is rapid, act runs along smoothly, and is pleasing in its modest way. Ballroom team opens with a waltz, and later clicks with *The Continental*, a showy number. One of the girls, filling in at the piano, sings *One Night in Monte Carlo*, and the other two offer separately an acrobatic dance and a toe dance. Both good turns, with the latter dressed nicely in a red and white riding habit. Received a fair hand. P. A.

Terry and Tully

Reviewed at the Grand Opera House, New York. Style—Dancing. Setting—In one. Time—Nine minutes.

A nice male team of hoofers offering an unusual assortment of straight, eccentric and comedy tapping, supported by a girl stooge who crosses the stage a few times in comic postures and invokes a couple of gags. Closing turn is a dance satire on *The Great Waltz*, performed with a lot of nonsense by all three. Mainstay of the act, however, is the stepping of the boys. Clicked here very well. P. A.

Roger Pryor

Reviewed at Loew's State, New York. Style—Singing and comedy talk. Setting—In one. Time—Nine minutes.

A personal appearance to Roger Pryor, now a featured film player, is a setup, for he has a legit background and furthermore inherits his feel for an audience from his famed bandleading father. Nice looking and of charming personality, Pryor makes an outstanding showing with his singing and talking act. He got huge hands coming and going, show stopping and begging off.

Of course, he ties his act in with Hollywood, telling cute stories of flicker colony personalities, leading off with Mae West. It affords him an opportunity to tell of the films in which he appeared. His Rosco Ates stuttering gag is really Benny Rubin's old reliable. At singing, Pryor is swell, rattling off *Eeni, Meeni, Miney, Mo, No Other One* and *It's A Lovely Day* in grand voice.

He fitted beautifully into the trey spot of the five-act bill. S. H.

MANAGERS FORCE——

(Continued from page 4)

agreement, including almost all producers of first rank, thus enabling the League, for the first time in managerial history, to present a practically united front to an opposition threat.

As a result of today's action producers can go ahead with the business of procuring new plays for production under their own printed contract which was drawn up for them by Philip Wittenberg and Milton R. Weinberger, their attorneys. It will now be possible for producers to acquire and produce plays without regard to the Dramatists' Guild for the first time in 10 years. During that period practically every American play produced here has been under the Guild contract. Managers took the position that, having operated under negotiated agreements for 10 years, they refused to work under any other.

Dr. Henry Moskowitz, adviser to the League, who has been largely responsible for this first victory in lining up League members into a militant and solidified whole, notified Sidney Howard, president of the Dramatists' Guild, of the managers' action in the following letter:

"On numerous occasions the League of New York Theaters has requested the Dramatists' Guild to negotiate a contract to take the place of one which expired February 29 last.

"Your committee was asked in the conference preceding that date to extend the old basic agreement until a new one could be negotiated, and our request was denied. On March 16 we wrote offering to negotiate or arbitrate our differences, and when you refused to do either we wired you March 20, again offering arbitration. On March 23 you again denied our request, and two days later we again asked for negotiation. Your answer to this request contained this statement: 'We are asked to continue a correspondence which we feel compelled to point out is a complete waste of your time and ours.' Despite this rebuff we continued our efforts via the telephone, but this method proved even less successful for the reason that our understanding of your acceptance of negotiation over the phone was never borne out in your covering letters of March 26 and 30 and April 1.

"We have operated for the past 10 years under negotiated agreements and we do not now care to conduct our business under any other arrangement. On February 29 you released us from any obligations to you by refusing to extend the existing agreement. In view of your consistent refusal to negotiate we feel the business interests of our members would be seriously affected if they were to delay longer in procuring plays for production. Accordingly we have decided to proceed with our own printed basic agreement adopted by our members.

"If at any time the Dramatists' Guild wishes to negotiate a contract with the League of New York Theaters we will be happy to enter into such negotiations.

"We are inclosing for your information a copy of an agreement binding our members to our basic agreement and the names of the producers who have signed it. We wish to advise the Dramatists' Guild that any attempt to interfere with this agreement will be opposed and such legal action taken as may be necessary to enforce it."

According to the agreement, managers signing it bind themselves to make no contracts for plays to be produced in the United States except subject to the form adopted by the League or until a minimum basic agreement with the Dramatists' Guild is negotiated and approved by the League. The contract is binding whether the signing managers produce individually, as a member of a partnership, or by any corporation of which they are members or stockholders or with which they have any connection, direct or indirect. In the event of breach of the agreement the League will be entitled to injunctive relief, enjoining and restraining the violation of the agreement, as well as any damages which the League or other signatories may suffer because of the breach. The agreement is not applicable to plays written by foreign authors. The agreement is binding upon the parties, their heirs executors, administrators, successors and assigns.

The 61 managers who signed the agreement yesterday are Charles H. Abramson, Richard Aldrich, Lyle D. Andrews Theron Bamberger, Paul L. Berney, Bela Blau, Gustav Blum, Ben A. Boyar, William A. Brady, Leo Bulgakov, Leslie J Casey and James W. Liddle, Inc.; Delos Chappell, Inc.; Samuel M. Charterock Alfred de Liagre Jr., Henry Forbes, Vinton Freedley, Inc., Crosby Gaige, A. Raymond Gallo, Norman-Bel Geddes, Morris Gest, Michael Goldreyer, Max Gordon Luther Greene, Sam H. Grisman, Sidney Harmon, Jed Harris, Walter Hart, Marcus Heiman, Theresa Helburn, Richard Herndon, Barney K. Lawans, George Keendolf, Lawrence Langner, McKenna Mayer and Mielziner Inc., Jerome Mayer, Guthrie McClintic, Frank Merlin, Gilbert Miller, Robert Milton, Malcolm L. Pearson, Brock Pemberton, Antoinette Perry, Sidney Phillips, Norman C. Pincus; Play Producing Syndicates, Inc.; Murray Jay Queen; Laurence Rivers, Inc.; Al Rosen, Lee Shubert, Milton J. Shubert, Smith & Ayer; The Theater Guild, Inc.; Joe Byron Totten, James R. Ullman, Lodewick Vroom, L. Lawrence Weber, Jacob A. Weiser, Carly Wharton, Dwight Deere Wiman, A. H. Woods and Alex Yokel.

NEW YORK, April 4.—While managers and dramatists battled this week over the Dramatists' Guild's new basic agreement, Actors' Equity injected a new note into the fray by suggesting that actors also should share in the screen rights.

The suggestion was made by Frank Gillmore, Equity president, and will probably be brought up before the council at that body's meeting on Tuesday. "In the midst of all this discussion between the Dramatists' Guild and the producing managers," said Gillmore, "as to the relative precentage each should receive from the sale of plays to motion pictures, the Actors' Equity Association would like to go on record with the declaration that in the final accounting the actor should not be disregarded. As far as the general public is concerned the actor is the expert salesman whose work contributes in no small measure to the success of a play.

"If, as a result of that work, a deal is made for the play in which he has appeared, it seems only fair to Equity that a certain part of that compensation should be paid the actor."

Broadway in general was inclined to smile at the radical suggestion, but it may smile out of the other side of its mouth if the council feels inclined to act upon it. The managers have no minimum contract with Equity, which leaves the actors' organization a clear field to put thru whatever legislation it chooses.

It was predicted in some quarters that if the actors demand a split of the film dough the scene designers would have equal rights to a share. Stagehands were figured in as another remote possibility. One scribe suggested that the general public, which contributes in more tangible ways than any of the stage workers, should by the same token share too, with a fraction of one per cen the show's film rights going wi h ticket sold.

Brock Pemberton, wen told of more's suggestion, sid, "I'll giv share of the movie ioney to the critics who give me good iotices." Since the critics' is a major iare in the work of selling plays to picires under the guise of Broadway success, Pemberton's statement was hailed ith glee in the various dramatic deptinents.

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Loew's State, New York

(Reviewed Friday Afternoon, April 3)

State has a box-office combo this week, Charlie Chaplin on the screen in *Modren Times* and NTG on the stage with his radio girl revue. Offhand, you'd wonder at combining Chaplin and NTG, but Granny isn't going in for undrapes this week so mothers needn't worry about the Chaplin kid fans. A couple of things may not be kid entertainment, but the management will probably get around to it, tho. Granny does an hour and 16-minute show, a typical cabaret entertainment, without the chorus, but a steady parade of specialties and sideplay and Granny's floor-show announcing.

Again the house calls upon the cabaret set, with Ruby Zwerling and the pit boys up on stage. And by the way, Ruby and his boys do a sterling job of playing this show. Aside from the flock of specialty people, NTG has in his show the Slate Brothers, Rita Rio and Beehee and Rubyatte. Plenty of show—loud and noisy, often hilarious (thanks to the Slates), dotted by frequent applause ovations, and all goin'-to-town stuff.

Granny carries on in his usual way, throwing the clappers out to the audience, mingling with the folks, clowning around on his introductions, and in general making it all very intimate. The Slates get a spot for their act, doing their knockabouts, the song about the South and dancing, and go over with a bang. In addition, they romp thru the show in a very amusing fashion, rivaling the Ritz boys on nonsense and effectiveness. Rita Rio is a definite sock, with her untiring and energetic performance. A good performance, too. She hi-dee-hos galore, dances and musses up Ruby. She's plenty hot and rated the show-stop the audience handed her. Beehee and Rubyatte, Arabian sextet, are in the closing frame, doing their grand tumbling and pyramid stunting, which is a good finisher, and especially grand when the Slates clown with them.

Of Granny's specialty people, the biggest punch, a sure enough show-stop, is registered by Wally and Verdyn Stapleton, an Astaire-Rogers sort of team who have plenty on the ball. They're clean workers, doing tap-dance routine of unusual merit, showing the couple as excellent stylists. They had to do three numbers before they could get away and even then they had trouble leaving. Other big hands are tendered Gloria Day, a hotcha singer and dancer of nice style; Fay Carroll, who did a grand singing job despite horseplay, and Freda Sullivan, a clever acrobatic dancer. Claire Powell is the exotic dancer of the show, in revealing clothes; Beverly Britton does mildly in her singing assignment; Sonya Yarr does a fair enough Russian song; Racquel Delmonte gets by nicely enough with her *Siboney* song, and the Three Taka Sisters are a novelty, a Japanese song-and-dance trio.

SIDNEY HARRIS.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 2)

The Music Hall leads the Easter Parade with a combination show that's certain to hold for a couple of weeks and play to heavy grosses. First there's Freddie Bartholomew starring in *Little Lord Fauntleroy* and second is a colorful stage show, employing about 200 people. A combination that only the Music Hall can handle, and the capacity house at this last show opening day proved the merit of such an attempt.

Following the brief organ playing by Dick Leibert after the picture, the production again enlists the services of its annual Easter spectacle. It is *The Glory of Easter*, to Rubinstein's *Kamenoi Ostrow*, featuring the beautiful contralto singing of Edwina Eustis. Also, calling upon all the Music Hall ensembles, the singers, ballet, Rockettes, etc., parading at the sides of the house and on stage in the annual church set. And again the audience paid it off with much appreciative applause.

The *Easter Parade* stage show gets started after the newsreel, opening with the grand sight of seeing the 95 or so boy members of the Joliet (Ill.) High School Band, a brass aggregation touring the country and employed by the Music Hall, so the trailer reads, in the interest of musical education. A. R. McAllister directs the boys thru De Nardis' *Universal Judgment* and Goldman's *Stepping Along*. Very colorful and certainly entertaining—a real novelty.

Next is a singing spectacle, *The Old Refrain*, by Fritz Kreisler, and again Miss Eustis is featured, backed by the glee club. A nice enough number, but no world beater.

Military Waltz is a hurrah number, crowding the stage with the ballet corps and male dancers, who cavort about in a fan routine (not the Sally Rand variety). Not as colorful costuming as it might have been, but the set is flashy enough. Leads into the finale, the real flag-waving type, in which the Joliet band returns and does *Stars and Stripes*, which is an applause getter even with a Music Hall audience. Entire company is on, and the Rockettes have the finishing spot, doing a routine that embraces the goose step and a heil salute, which might have accounted for the smaller than usual hand the girls usually get.

The *Easter* opening runs 10 minutes and the rest of the stage show is timed at 31 minutes. SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, April 4)

The Three Kanes, two men and a woman, opened with an excellent line of balancing work. Tricks included the balancing of a perch on the forehead of one of the men while the other balanced upside down on the top of it; one of them revolving on the top of a ladder balanced by the other and a swell pole-balancing trick for the finish. Good hand.

Edgar Bergen, in deuce spot, gave his usual fine ventriloquistic turn with a clever line of chatter that drew plenty of laughs. Bergen as a doctor going thru the routine of operating on Charlie McCarthy, his boy dummy, has one of the most entertaining acts of its kind. Good hand.

Johnny Boyle, assisted by his son and daughter, Jack and June, offered a variety of dancing, the only thing outstanding of which was Boyle himself doing a human puppet bit in which he used his hands in shoes for several dancing numbers. A novelty chair routine closed. Three bows.

Chic Thomas, as a comedy misfit soldier, related in a humorous vein his experiences in the late war and proved that he has no superior on the stage today with this type of comedy monolog. He kept them laughing continually and left after singing *We Won the War* to a very good hand.

The revue portion of the bill was named the *Dixie Showboat Revue* and had Verne Buck's boys grouped before a showboat drop as the State-Lake Sweethearts went thru a routine dressed in crinolines. The show sagged greatly then when Al Wilson, a colored boy, vocalized in a strained effort thru *Ole Man River* and *Shortnin' Bread*. Lyda Sue, an attractive and accomplished dancer, did a routine that included acrobatics, back head kicks, aerials and unusual twists and drew a big hand. Ross, Pierre and Schuster tied up the show in the next-to-closing spot with their *Big Broadcast of 1936*, during which they contributed several types of radio mimicry. Heavy applause. A hit. The State-Lake Sweethearts and Verne Buck closed the show with a novelty routine called *Follow the Leader*.

F. LANGDON MORGAN.

Fox, Philadelphia

(Reviewed Friday Afternoon, April 3)

Topping the Fox bill this week is Little Jack Little, stage and radio favorite, who brought out a good house, considering the proximity to Holy Week. Band has good routines and it is backed by a colorful show.

Opening number presents Little and his orchestra of 12 in a medley of "request" numbers followed by a tricky arrangement of *Chinatown, My Chinatown*, with Little doing his crooning and tricky piano arrangements.

First act is that of the Delmar and Redmayer Twins, two boys and two girls, who do a series of Spanish dances, attractively staged and costumed.

The band then follows with a good rendition of *Lost*, featuring Little's singing and piano work.

A genuine novelty in puppet manipulation is offered by Carl Simpson and his marionettes. Simpson and his feminine aid work in view of the customers, showing the handling of the dolls. The act—representing a vaudeville show — features the dexterity of the puppeteers, who make the dolls perform weird acrobatic feats and end up with a clever demonstration of a doll magician. It is a good, out-of-the-beaten-track puppet act.

The Little orchestra then follows with demonstrations of the style of Hal Kemp, Benny Goodman, Eddie Duchin, Wayne King, Guy Lombardo and other noted ork leaders in an interesting novelty, and Little follows with his clever impersonation of an old-time saloon pianist.

The Delmar-Redmayer outfit returns in a dance number called "Deep Purple," an evolution which combines both Grecian and modernistic features.

As the orchestra swings into *Somebody Stole My Gal* Little takes his best solo spot of the show, stopping 'em with his piano stunts. For a finale a medley of his song compositions, including *Hold Me, Jealous of the Moon* and *Shanty in Old Shanty Town*, is played.

The film is *Song and Dance Man*.

H. MURDOCK.

Chicago, Chicago

(Reviewed Friday Evening, April 3)

Name bands and orchestras have been the stage attractions here for the past three weeks, with Xavier Cugat and his Waldorf-Astoria aggregation currently holding the boards. Some unusually attractive settings have been furnished by the Balaban & Katz production department for these bands. Last week Leo Stahr and his art department designed a Colonial mansion for the George Olsen band and this week have conceived a good-looking Venetian blinds effect with a large cactus backdrop. The lighting was excellent thruout.

Cugat and his orchestra (14) opened with the playing of *Jealousy* and then went into *Rosita*, the latter featuring Cugat and six other violinists, xylophone and muted trumpets. The Two Marias, Mexican girls, with one of them accompanying on the guitar, sang two Mexican cowboy melodies and were followed by Consuelo and Tomas with a rumba.

Cugat and the band then played a medley comprising *Carioca, Continental* and *Isle of Capri*, after which Georges and Jalna, one of the finest dance teams ever to appear here, did a beautifully impressive waltz to the strains of *Berceuse* from *Jocelyn*. They followed with a novelty syncopated number and then encored with a rumba. At the conclusion of their work the audience responded with applause equally as heavy as that drawn by Veloz and Yolanda on a recent visit.

Carmen Castillo, Spanish songstress, sang *Tell Me That You Love Me, Tonight* and then teamed with Charita in singing *Cielito Lindo* and garnered a nice hand.

Paul Duke, working before the traveler, proved an excellent trickster, starting with card tricks, all done with gloves, and then working the cigaret-out-of-the-air trick in a different manner than it is susually done. His showmanship is something to mention and his musical accompaniments added greatly to the enjoyment of his work. Good hand.

Cugat's band then played another medley, closing with *Mama Inez*, which gave full play to the Cuban instruments, and *Goody Goody*.

F. LANGDON MORGAN.

125th St. Apollo, New York

(Reviewed Monday Evening, March 30)

This show represented a combination of excellent entertainment, to be classified in any number of categories, plus a hybrid contribution of vaude and burlesque. The first came from Jimmie Lunceford and his orchestra and specialists; the second from the line of hoofers at the Apollo and the comedy of Pig Meat. This comedy is mainly for the Harlemites and along burly lines, with an occasional flash of a sock Negro touch. In addition to the dancers, whose work is lackadaisical and uninspired, outside acts included a trio of Negro hoofers, the Three Sams and a white acrobat team, Ray and Trent. A production number, with the girls singing and Pig Meat comedying around in a Pullman train set, opened. Pig Meat back for another sketch or two during the show.

Orchestra, working behind a scrim for the opener, is heralded by the theme and a trailer of the Lunceford bus driving up to the house. Lunceford's contribution ran about 45 minutes, broken up a little, in a 75-minute show. Leader unveils a variety of entertainment that is mainly in the sock class and there was no lagging of time. The heat was wisely saved up for the last 15 minutes or so. Had it been dished up before that it would made anything following anticlimactic. Orchestra has 14 men, six in the brass and five in the sax sections. Lunceford takes the lead in one number presenting the brass and sax sextets, leader playing the sax.

Arrangements are worthy of note, especially those numbers which when played really answered a demand from the audience which had become previously familiar with them from hearing Lunceford's records. Lunceford has more than kept pace with the general improvement in the quality of sides

LOIS and JEAN
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Opening ALHAMBRA THEATER, *Paris, France, April 24*
Thanks to Dick Henry and Max Roth

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now being cut. His use of instruments and combinations is outstanding. The real individual standout of the evening was Eddie Durham, guitarist doubling from trombone, who soloed a chorus on the string box of *Stardust* and who couldn't get off stage. His fingering is something to see. It was one of the last numbers.

Vocalists are Eddie Tompkins, scat; Dan Grissen, high tenor, and Willie Smith. Then there are Mabel Scott and Pauline Edwards. Latter has a thin voice, pleasing but nothing wonderful. Miss Scott has to be seen and can't be accurately described. She sings, in a way, and dances, also in a way, but it's mostly her maneuvers and cavortings, plus heat, that entertain. She's a bet for a legit musical. Lunceford also presents his glee club, the musicians lining up for a bit of singing somewhat in the Waring style. Band, all told, is a cinch for any emporium using popular music. Closing, with *Blue Heaven* and *Stardust,* plus a swing number, excellent except for an inclination to go too much on a ceiling trumpet.

Three Sams average. Ray and Trent good in hand-to-hand and muscular work. They look like a veteran team, but slipped once or twice.

JERRY FRANKEN.

Grand Opera House, N. Y.

(Reviewed Thursday Evening, April 2)

A nice little bill this week, with Dora Maughan heading the fun. Opener is Four Robeys, three men and one girl, in balancing, juggling, and acrobatic routines. This is a swell act of its kind, with action taking place simultaneously on various parts of the stage, somewhat after the fashion of a three-ring circus. The work is done with discs, balls, plates, and plenty of props. Tho every member is an asset, the girl pulls down the greatest hand with her coordinated juggling and balancing bits. A sure-fire opener.

Deuce spot to Terry and Tully, a male team of hoofers with straight, eccentric and hoke routines. A girl stooge flits across the stage from time to time calling forth a few gags from the boys, and appears in the closing turn, a dance satire on the *Great Waltz,* performed with much merriment by all three. Unusual stepping of the boys, however, remains the mainstay of the act. Very good hand.

Dora Maughan, a clever comedienne clicked tremendously in the third with a series of monologs, most of them done in verse. Accompanied by a pianist, Maughan gave interpretations of a spiel spoken by the wife of a salesman of women's underwear and a version of a woman singing a song before and after marriage. Delivery in verse is unusual, possess cleverness, wit, satire and burlesque. Audience immediately sensed her artistry, calling her out at the conclusion of her act for an after-curtain speech.

Frank and Vilma Revue, a modest and well-paced dance flash with three girls and a mixed team, presented a pleasing close. The ballroom couple offer a waltz and the *Continental,* the latter a fast, showy number. Other bits are a toe dance by a pretty brunet costumed in a red and white riding habit, a vigorous acro turn by a second brunet, and *One Night in Monte Carlo,* rendered vocally by a girl filling in at the piano.

Picture was *Anything Goes* (Paramount), and house nicely filled.

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Care of Harry Romm
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ORIGINAL *spider* DANCE
On Tour With Cocoanut Grove Revels.
Dances Conceived & Staged by Leo Henning

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GRAUMAN
AND HIS
"MUSICAL STAIR-A-TONE"
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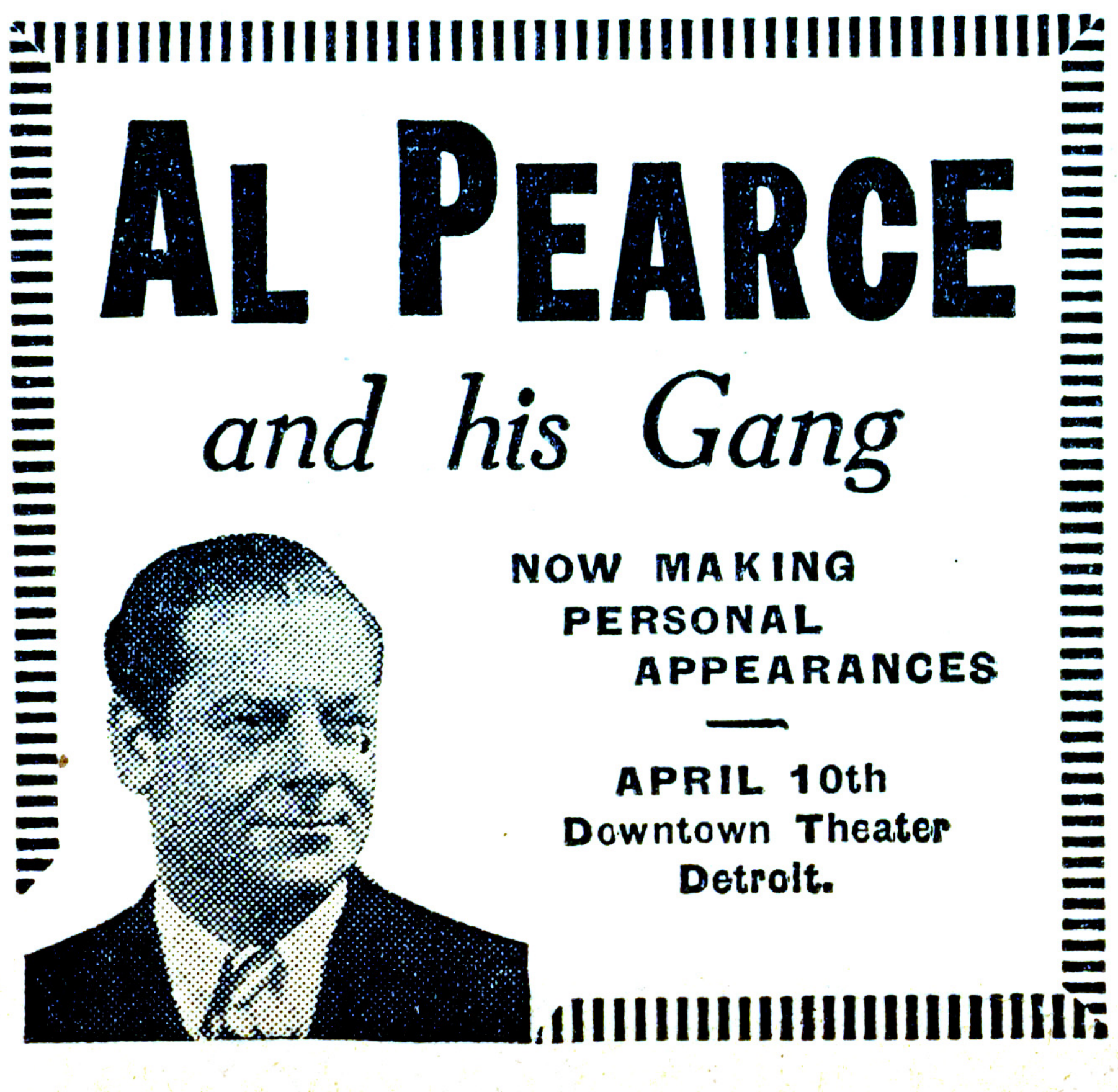

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NOW MAKING
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APPEARANCES
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Downtown Theater
Detroit.

Paris Bills

(Week of March 23)

All quiet before the "zero hour" Friday when all the vaude spots clear their decks for the first skirmish in the vaude battle instigated by the Amar opening at the Empire.

The Alhambra changed its mind and held over Mistinguett revue for an additional week, but shoved in several new acts headed by the zany American comedian, Chaz Chase, who scores a real hit. Another sock act on the bill is the superb dance number of the Harris Twins and Loretta. Other excellent numbers on the program are Dezso Retter and Polly Day and Georgel, pop singer.

The clever juvenile ork, Boy Jazz Masspacher, is doubling between the Bobino and the Europeen. Bobino bill features Treki, nut comedian. Good novelty features are the Stanleys, clever hand-to-hand balancers; Marion and Irma, cute contortionists, and Man and Thit, comedy acrobats.

Robert de Vasconcellos and his high school horses; D'Anselmi, ventriloquist, and Andre Renaud, pianist, are at the Rex. The Manginis, ace equilibrists; Didiama and Partner, novelty balancing act, and the Five Tartares, Russian dancers, are at the Gaumont Palace. The Uruttys, springboard acrobats, and Chrysis de la Grange, aerial, are at the Paramount.

On the Riviera

Howard Nichols, American hoop juggler; Marie Dubas, pop singer, and the Three Marcellos, equilibrists, are at the Nouveau Casino, Nice. Ralph Olsen and Jane, American acro dancers, are at the Palais de la Mediterranee, Nice. The Pearl Twins, American dance team, and Tommy Dale, xylophonist, are at the International Sporting Club, Monte Carlo. Iris Kirkwhite, versatile English dancer; Four Kemmys, acrobats, and Zibral, nut comedian, are at the Casino Municipal, Cannes.

London Bills

(Week of March 30)

Newcomers this week are Roy Tracey, clever American comedian with plenty of new ideas, all of which click solidly, and Hall, Reading and Boyce, acrobatic, dancing and comedy melange with plenty of fine hits. Tracey opens at the Pavilion, Glasgow, while the trio, with Boyce formerly of the act of Falls, Reading and Boyce, make their debut at the Savoy here.

Holborn Empire, still the leading straight vaude house in town, has two successful American attractions in the Two Valors, with a peach of an equilibristic novelty that is as original as it is clever, and Page, Powell and Nona, a versatile and daring wire act that is smartly routined and excellenty staged. Both acts hit solidly.

Two sure-fire American acts share headline honors at Kingston Empire. They are De Vito and Denny, with Dorothy Stevens, who aids materially in the zany and mirth-provoking laughfest provided by the comics, and George Beatty, dandy monologist and comedian. The two acts are among the biggest hits registered at this theater for many moons.

Al Trahan, with the personable and fine-voiced Yukona Cameron, is a show-stopping comedy hit at the Palladium, where the Four Ortons lay them in the aisles with their sight comedy and risky wire feats.

Other American acts making notable successes here this week include the Four Franks, Walter Dare Wahl, Mangean Girls, Will Mahoney, Kirk and Lawrence, Dave Seed and Company; Arnaud, Peggy and Ready; Wilson, Keppel and Betty, and the Gaudsmith Brothers.

Paramount, New York

(Reviewed Saturday Afternoon, April 4)

(First Show)

This time Johnny Green and his orchestra, plus vocalists and a young harmonica player, continuing the Paramount's band-attraction policy. This policy seems to be filling the house against weak pictures and is also crowding the front rows, something the celluloid seldom does.

Green puts on a pretty entertaining show, nicely paced and musically good. Arrangements adhere mainly to simplicity except in the numbers when the leader is at the piano. There aren't enough of these, which should be a compliment. One sagging spot is the number introduced as a swing medley, which should prove once and for all that swing is nothing but hot music. As Green played *Goody Goody* and *Eenie Meenie Minee Mo,* it's just a fast tempo, forte. Several of the tunes played by the orchestra were previously in Don Baker's swell organlog, one of those rare organ offerings that wasn't soporific but really entertaining. Duplication of tunes will probably be changed later on.

Singers include Howard Phillips, a better than average baritone from radio; Joy Lynne, Jerry Arlen and Dave Wade, latter two from the band. Phillips is really good, but needs more stage experience in selling his wares. Miss Lynne, a pleasing rhythm chanter, was, ironically enough, formerly vocalist with Don Bestor, whom Green succeeded on the Jack Benny commercial. Use of the choral chant as Green's theme song, as is done on the ether show, is no good. Phillips does two solos, one of which is *With a Song in My Heart.* Miss Lynne does a pair of rhythm numbers. She muggs and twists too much.

Jerry Adler, kid brother of Larry Adler, follows his brother's steps and is blowing into a mouth organ and real well, too. Green, who self-consciously announces all the numbers, said that young Adler is only 16, but he certainly plays his instrument like a true veteran. Third number, a slightly forced encore, is *St. Louis Blues,* done all right with a few comic tune interpolations.

Closing is the expected, a series of tunes written by the leader and applauded successively by the audience. Last one was Green's best to date, *Body and Soul.* A new one, *Got a Heavy Date* is unimpressive, to say the most.

As noted before, the arrangements are fairly simple. Only times they get away from this is when Green leads at the keyboard and uses various sections of the band as support. These numbers stand out, especially that one in which the quartet of clarinets is used in *Very Thought of You.*

Business capacity on the bargain prices, spotty after the matinee price was upped. Pix, *Give Us This Night.*

JERRY FRANKEN.

Roxy, New York

(Reviewed Friday Evening, April 3)

The Roxy, having scored a tidy success with the Major Bowes amateur unit that played the house several months ago, brought another one in this week as stage support for *Laughing Irish Eyes* (Republic), the screen item. The combination of all-mike and all-amateur entertainment is hardly conducive either to excitement or amusement. A few of the performers managed to contribute real entertainment, but a large part of the heavy applause thruout the show seemed offered from the amateur-sympathy angle and in appreciation of seeing in person the people who had been heard previously on the air.

No headliners, of course, but the top values were offered by the University of Missouri Campus Quartet, Jackie Billings and Ganz and Meyers. The collegiate quartet, aided by a lad who strums the guitar, is composed of four lads (all Alpha Tau Omega, for the information of the fraternity-minded), good-looking youngsters who harmonize excellently, with some nice arrangements helping to sock them across. They shape up definitely as of pro quality. Billings, a youngster who breaks the monotony of the all-mike program with some hot and fast tapping, looks as tho he can be developed into a real bet. Ganz and Meyers, two lads who imitate musical instruments, try to inject comedy into their work and also impress as something to be developed into an excellent turn.

The units are evidently built along a single pattern; at least both caught by this reviewer had a whistler and an impersonator along with the singers. The impersonator this time is Vivian Barlowe, who is almost as good as the scores of other impersonators floating around, while the whistling is done by Meyer Goldberg, a lad who can speak and whistle at the same time. It is amazing but hardly amusing.

Novelty is injected by Rhoda Chase, a pretty and personable lass who sings in a deep baritone. It is strange that so cute a kid should have a baritone. When she goes into hotcha stuff she socks across nicely. More novelty is offered by Harvey Mearns, who plays an assortment of strange musical contraptions. Thelma Gaskin, a coloratura, sings nicely, tho she seems to have a bit of trouble with the high ones. The Jersey Happy Rangers, five lads, offer a brief hillbilly instrumental bit, and Joe Rugato (unbilled) sings a couple of Italian songs in a voice that sounds as tho it were a good one, tho you can't really tell because of the distortion of the amplification system.

Kewpie and his guitar and Bob Hamill, billed, did not appear.

Eddie Vogt acted as master of ceremonies, spreading personality thickly all over the large Roxy stage.

The Gae Foster Girls, introduced by Freddy Mack, who also leads the band on the stage, open the show with their outstanding acrobatic novelty.

The amateur unit was even more deadly than the previous one to play the house, since it lacked even its predecessor's little bit of comedy. It was as humorless as the professional performers who have been done out of jobs by it.

Attendance was average the supper show opening day. EUGENE BURR.

STATE AID——

(Continued from page 3)

pared by the fair corporation, study the project from the State's point of view and fix the amount of State participation if any. Fair body needs a little more than $4,000,000 from the State to be used for improving the site in Flushing Meadows as well as highway approaches.

Named on the committee are Senators John J. Dunnigan, majority leader, George R. Fearon, minority leader, and J. F. Twomey; Speaker Irving M. Ives and Assemblymen Irwin Steingut and A. L. Moffatt. A resolution provides that three senators shall be appointed by the majority leader and three assemblymen by the speaker. Resolution gives committee wide probing powers and provides that it determine the amount of State money to be appropriated; study desirability of State exhibits, advisability of State undertaking immediate construction of highways, bridges and other transportation facilities to improve accessibility; determine amount of public funds from any source to be spent in establishing a suitable site, and inquire into the organization, personnel and facilities and property of the New York World's Fair 1939, Inc.

NVA SAN——

(Continued from page 3)

of the million-dollar san out of its original hands. New policy will be to serve the whole amusement industry, whereas the san originally was built for vaude performers only.

NEW LAUGH MATERIAL
GETS YOU MORE MONEY!
I write for headliners—testimonials on request. Up-to-the-minute New Acts, Monologues, Parodies, Comic Recitations, etc. Sensational! Sparkling! Sure-Fire! Write yourself into the money by writing to me to write for you—and do it Now!
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Canadian Quiz Now Under Way

●

Parliamentary committee to dig deeply into commission attitudes

●

TORONTO, April 4.—The Parliamentary radio committee is not to have a paid counsel to assist it in its investigations of Canadian broadcasting, but it will be guided by the inquisitorial mind of Arthur Slaght, K. C., M. P. Mr. Slaght's grilling of Hector Charlesworth, commission chairman, gave indications of his intention to dig deeply into the attitude of the last Government on Radio as well as the present commission's activities. Mr. Slaght's questioning was along the line of establishing that the Bennett Government had not adopted recommendations of a 1934 House committee. Mr. Charlesworth was forced by Mr. Slaght's questions into the position of criticizing the late administration's radio legislation and generally he was on the defensive.

The commission chairman said he did not see the necessity for a general manager. Mr. Charlesworth confessed that he considers himself and the other commissioners quite able to do the work.

Mr. Charlesworth said the complaints of radio broadcasting amount to only one-tenth of one per cent of all listeners, apart from the objections to the French language on the air. "The only organized attack on the commission occurred in 1932 and 1933 because we were carrying French programs. Many people thought we could put a wall around Quebec, and one radio authority, Mr. Ashcroft, got out a manifesto saying use of French was an affront to everyone else in Canada." Before Mr. Charlesworth was questioned, Vincent Dupuis (Liberal Chambly - Rouville) called attention to an anonymous letter which had circulated among members of the House, urging that use of French language on the air be abolished.

The third parliamentary committee on radio in the last four years commenced its hearings amidst an air of bewilderment as to where it should begin. Mr. Charlesworth's first words were to the effect that the Bennett Government's 1932 Radio Act was contradictory both in its financial provisions and methods of appointment. Mr. Charlesworth complained that the commission had been hampered by the lack of finances and as a consequence the broadcasting service was not as good as it might have been.

Dealing with provincial assistant commissioners, Mr. Charlesworth said the appointments were to be made by the Federal administration in conjunction with provincial governments. Owing to the change in the complexion of the provincial administrations between 1932 and 1935, these appointments had never been made.

"It wasn't a good system, anyway," remarked Mr. Charlesworth.

The 1934 committee recommended that the rules respecting advertising on the air be more liberally interpreted. At that time advertising was limited to three minutes in an hour. Mr. Charlesworth said at the outset he had favored strictly applying the regulation, but later he used his discretion in liberalizing it. Hon. C. H. Cahan, who was the secretary of state in the last government, explained that it was the Government's responsibility and not the commission's in implementing the 1934 recommendations. "The committee should not place Mr. Charlesworth in the position of criticizing Government action of which he could have no knowledge," said Mr. Cahan, who explained that the late government had considered requests of the commission for more money for capital expenditures. It refused them because of present-day financial conditions. The committee ordered a submission of all complaints about the commission since 1934.

The local commission office has been stripped to a skeleton staff, and many of the programs have been pulled, giving a morgue-like atmosphere to the studios.

Former Musician Joins Cops and Gets on Air

LINCOLN, Neb., April 4.—What may amount to a lifetime contract on radio was made here last week by Julius Ludlam, one-time orchestra leader. Proviso for permanence is that he keep out of politics.

Ludlam, who used to have a name dance band in this area, gave up recently and joined the police force. He broadcasts daily over the police radio station KCZU and usually starts off "Calling All Cars." He's the operator.

Feb. Biz Showed Slight Increase

WASHINGTON, April 4.—Percentage of increase in radio advertising volume, 1.3 per cent for February over January of this year, was a poor gain compared with the pickup scored by other media. Magazine advertising jumped 36.1 per cent and national farm paper income went up 35.3 per cent. Usual seasonal decline, however, also marked newspaper lineage, a loss shown of 7.1 per cent.

National network income for February was $4,785,802; regional network was $92,432, while national non-network business was $1,946,650. Local business was $1,316,950. Against the same month in last year, February jumped 13 per cent. National non-network business was the best improved classification, jumping 19.7 per cent, but as in the case of newspapers, regional network and local business fell off slightly.

Transcription business showed an excellent improvement, both for national and local business. At the same time, live talent for national non-network advertising made noticeable gains.

"Midnight Flyers" Quits

CHICAGO, April 4.—The Midnight Flyers program from the Blackhawk Cafe, originated three years ago as a World's Fair feature, will be discontinued after Monday night. Program, which has been heard over WGN, was originally intended to run for duration of the fair but became immensely popular and so was continued. Joe Sanders, who made his sensational comeback at the Blackhawk, will be on the band stand for the closing show Monday. So also will Pierre Andre, who was emsee there for two years. He will share the honors with the present pilot, Bob Elson.

Opposition of certain interests is said to have been responsible for discontinuance of the program.

Van Auken-Ragland Moving

CHICAGO, April 4.—To provide more spacious facilities for their expanding business, Van Auken-Ragland, Inc., advertising agency, will move into larger quarters on May 1 in the Civic Opera Building.

CBS Gives Up Band Policy; Booking Deal Made With MCA

●

Agreement made on heels of new NBC band department and word from AFM that networks were offering unfair competition in booking with sustaining wires

●

NEW YORK, April 4.—Columbia Broadcasting System is giving up the band-booking department of its Artists' Bureau, announcing that a deal has been consummated with Music Corporation of America whereby the latter will take over the orchestra booking activities of CBS. This deal will go thru at the expiration of present contracts between CBS and its leaders. These contracts are not assignable without the consent of the leaders. No reason announced for this decision on the part of the New York office. Report was that the AFM, thru Joseph Weber, president, had advised CBS that it would have to give up its booking activities with orchestras due to the unfair competition offered by the network being able to sell broadcast periods in conjunction with bands booked into night spots and the like. Office of the AFM stated today that no one there knew of such an action, but that if it had been taken it was between Weber and CBS. Weber wasn't in. There was an additional report that NBC might be similarly advised within two weeks. Altho the NBC setup is now different than in the past, having bought out Consolidated Radio Artists and its owner, Charles E. Green.

CBS' act in abandoning its band department came as a surprise. Even the band leaders didn't know about it, according to the announcement. One reaction was that CBS had never yet given up a department that was financially productive. Meanwhile, financial agreement was not disclosed, but believed to be a percentage arrangement giving CBS a piece of any income accruing to MCA from bands going to MCA from Columbia.

James Peppe, Midwestern promoter, brought in recently by CBS to head its band-booking department, said that no decision had been made as what the band bookers would do. He said they might be given other positions in the Artists' Bureau, which will "concentrate on individual artists." Bookers are Harry Moss, Norman Campbell, Arthur Michaud and Bruce Powell.

Hollywood SPA Decides "Hands-Off" on Warners

HOLLYWOOD, April 4.—A "hands-off" policy in the present Warners-ASCAP music fight was unanimously agreed upon here this week at a session of the Coast branch of the Songwriters' Protective Association, Sigmund Romberg, president, presiding.

At present SPA has no side to choose until rights as authors and composers are infringed, altho it has leaned toward ASCAP. The association at present, it was decided, will sit on the sidelines and wait developments. However, should anything arise where opposition may develop into a detriment with ASCAP, it was said, SPA will fight the issue.

Hershfield and Flamm Sail for California

NEW YORK, April 4.—Harry Hershfield, noted Broadway columnist and humorist, sailed today for California on the S. S. Virginia. Donald Flamm, president of WMCA, accompanied him.

WFIL Joins Mutual As a Supplementary

PHILADELPHIA, April 4. — WFIL, NBC basic Blue station, joined the Mutual Network as a supplementary station. WFIL will take both commercials and sustainers from Mutual, former less the customary MBS commission. Philly station is the second basic station of this NBC network to tie in with MBS; WBAL, Hearst station in Baltimore, having been the first. WCAE, Pittsburgh, another Hearst station, is also now with Mutual and is a basic Red station on the NBC chain.

WFIL starts off with several Mutual accounts. One starting Thursday is the Lit Brothers' store, taking the early morning department store program. Lit Brothers part owners of the station. Other accounts from MBS on WFIL are Feenamint, Whelan Stores, Lady Esther cosmetics.

Hearst Relents as Some Columns Gradually Ease Back in Papers

NEW YORK, April 4.—First of the discontinued radio columns of Hearst newspapers to be reinstated was *The New York American's* air column, written by Louis Reid. Reid, who was one of the first to have his column discontinued in the wholesale dropping of radio columns by Hearst, started again Wednesday (1). This was followed by a resumption of *The Baltimore American's* radio column.

Meanwhile no orders have come thru from the Hearst headquarters concerning the other columnists thruout the country. This includes Martin J. Porter, columnist on *The New York Evening Journal*. However, it is tacitly understood that the other writers will all be back columnizing soon, possibly within the next 10 days. All of them have been kept on the pay roll and have been given to understand they will have their space back by April 15, or April 20 the latest.

The report that orders have been given that the style of writing insofar as friendliness towards stations other than those owned by Hearst be changed is untrue, according to information obtained in New York. Reid's columns were mainly in the style he has used since he has had the column. There was a rap at another station, however, and WINS, local Hearst outlet, was given a decided break, more so than in the past. It was stated that Reid's columns represented an experiment to decide what policy the Hearst columnists would adopt upon resumption. Published reports were that they would all be back and slam the competitive stations and networks.

Nick Kenny, radio man of the New York *Daily Mirror*, has had a column in all the time other Hearst papers were without them, but the bulk of it has been devoted to Tin Pan Alley stuff, plus a few radio notes. These latter have been predominately WINS copy. Lately, however, the amount of radio space has been increasing slowly.

Postal Clerks' Program

SHREVEPORT, La., April 4.—Much valuable information about the mails is disseminated each Wednesday evening over KRMD, Shreveport indie station, sponsored by Local No. 418, National Federation of Post Office Clerks. Broadcasts are in interest of postal service and were inaugurated by J. B. Trapp, editor of *Postal Oddities*. Trapp recently received a congratulatory letter from Postmaster-General Farley on "fine results of broadcast, which results in better feeling and understanding between the postal employees and the patrons." Hundreds of letters have poured in from business men and women approving the broadcast. It is aired at 7:45 p.m.

Another Fox Campaign

NEW YORK, April 4.—I. J. Fox, local furrier, is starting a whopper local radio campaign, taking from 35 to 50 minutes daily on three local stations. Firm is going on WMCA, New York; WNEW, Newark, and WHOM, Jersey City, taking from seven to ten five-minute spots on each station. In addition, 10 one-minute announcements have been booked for WAAT, Jersey City.

Account, which has been a steady radio user, is handled by Peck Advertising Agency.

Dun Ams Again

DETROIT, April 4. — The R. G. Dun Cigar Company is bringing its amateur hour back to the air on Saturday, April 11, opening for a half hour on Station WJR, with Larry Vincent as master of ceremonies. Show will broadcast for 13 weeks, according to the preliminary contract, coming from the RKO Downtown Theater. This is the first stage show of any type to go into the Downtown in several weeks.

Dun hour was presented last year from the Fox Theater.

Shepard Station Movements Indicate New "Yankee" Setup

Two more outlets reported going to NBC, resulting in entirely new setup, if any, for Yankee net—mostly CBS now, but fall may see complete change in New England

NEW YORK, April 4.—Transfer of WNAC to the NBC Red network away from the Columbia chain is regarded as marking the end of the Yankee Network of John Shepard III in its present form. Transfer of Shepard's Boston station to NBC will be followed by a transfer of his two other stations in Providence and Bridgeport from CBS to NBC's Blue network. Thus the entire New England radio setup, insofar as network advertisers are concerned, changes. NBC, CBS and Shepard are now trying to arrange a three-way deal whereby the transfer of WNAC, Boston, will become effective October 4 of this year. CBS will have WEEI as its Boston outlet instead. Regarded as sure of approval of the Federal Communications Commission, since the FCC seldom turns down leasing applications to responsible lessees. Ownership, such as involved in the CBS buy of KNX, Hollywood, is not so easy. Reason for the deal is that otherwise WNAC will remain with CBS until January, 1937, when the Yankee-CBS contract expires.

While the Yankee network might be continued, the trade believes that such continuance will see it considerably changed. Reason is that the Yankee stations are also Columbia outlets and the cross mixture of NBC and CBS makes such a setup impossible. In addition, it is thought that CBS might tell its stations to cease Yankee activities on the ground that to so continue will be to play both sides of the fence. And with Mutual Broadcasting in the picture it would give a third complicating angle making dissociation required. Understood that John Shepard has no intention of giving up the WNAC—Mutual tieup. Shepard's other two stations will change allegiance in 1937 when the CBS contract expires.

Proposal whereby Cherry & Webb, department store owners of WPRO, Providence, were to buy WTIC, Hartford, Conn., and move it to Boston if such approval could be obtained, is now out, it is said. Store was acting on behalf of CBS in order for CBS to get a station in the Hub. The WEEI deal makes this necessary. Travelers Insurance Company, however, is still said to be looking for a new owner of its station, asking price quoted at $650,000. WTIC has been operated on a high level, station seeking to combat opposition network programs with its own and the resulting expenditures resulting in losses.

Coulter To Join CBS

NEW YORK, April 4.—Douglass Coulter, vice-president in charge of radio at N. W. Ayer & Son, Inc., will join the Columbia Broadcasting System on April 13. He will act as assistant director of broadcasts under W. B. Lewis. Coulter has been with the Ayer Agency for the past 11 years.

West Coast Notes; "Kay Matinee" Set

SAN FRANCISCO, April 4.—Kay Jewelry Company, a consistent user of Sunday radio time for the past year, is sponsoring a new type of program on NBC's KPO. It's called *The Kay Matinee* and consists of a series of original plays submitted by ambitious dramatists, which are presented by the University of California Little Theater Players under direction of Edwin Duerr. Program is heard Sundays at 2:30 p.m., and weekly prizes are awarded for each play broadcast. At conclusion of the first series of 13 weeks a grand prize—chest of silver—will be given for the play judged the best, dialers helping in the decision.

John Nesbitt's *Passing Parade*, sponsored by Duart Sales Company, Ltd. (cosmetics), and a thrice-weekly KFRC feature for the past several weeks, is slated for the Columbia-Don Lee network of 12 stations, starting April 12. Program will continue to cover the usual routine, that of the rambling reporter who glances at the romantic, humorous and serious sides of the day's events.

California Melodies, a CBS-Don Lee network, sustaining for many years

(See WEST COAST NOTES on page 17)

New Biz, Renewals

NEW YORK, April 4.—New accounts and renewals on the National Broadcasting Company:

STUDEBAKER SALES CORP. OF AMERICA, thru Roche, Williams & Cunnyngham, starts May 1 on WEAF and 41 stations, Friday, 10-10:30 p.m., rebroadcast until September 25, 1-1:30 a.m. Himber Orchestra.

STANDARD BRANDS, thru J. Walter Thompson Co., New York, starts April 18 on WEAF and 27 stations, Saturday, 9-9:30 p.m. Frank Fay and Eddie Kay Orchestra.

BENEFICIAL MANAGEMENT CORP., thru Birmingham, Castleman & Pierce, renews, effective April 14, on WJZ, Thursday, 6:35-6:45. Frank and Flo.

STANDARD OIL CO. OF NEW JERSEY, thru Marschalk & Pratt, renews, on daily news broadcasts on WEAF and WJZ, effective April 6.

New York Area

GENERAL ELECTRIC CO., direct, starts April 4, news broadcasts. WMCA.

P. LORILLARD CO., thru Lennen & Mitchell, one time, hockey broadcast. WMCA.

REMINGTON RAND, direct, Monday thru Friday, 8:15-8:30 p.m., Sunday, 9-9:30 p.m. *Five-Star Final*. WMCA.

LEVER BROTHERS' CO. (Spry), thru Ruthrauff & Ryan, announcements on WMCA.

Cleveland

HEMPHILL DIESEL SCHOOL, thru R. H. Alber Co., five minute spots. WHK.

OLIV-GLO CO., 12 spot announcements. WHK.

OIL HEATING DEVICES, INC., thru Bayless Kerr Co., announcements. WHK.

PROCTER & GAMBLE, direct, announcements. WHK.

LEVER BROS.' CO., thru Ruthrauff & Ryan, 300 announcements. WHK.

CURTISS WRIGHT INSTITUTE, thru R. H. Alber Co., announcements. WHK.

NASH MOTORS, thru J. Walter Thompson Co., Chicago, announcements. WHK.

C. L. KAUFMAN & SONS, INC., one weekly 15-minute musical show. WHK.

I. J. FOX, thru Stanley Kaye, 300 announcements. WHK.

West Coast

HELM'S BAKERIES, thru Martin Allen Agency, participation. KNX, Hollywood.

AETNA LIFE INSURANCE CO., thru Glasser Advertising Agency, participation KNX, Hollywood.

ROMAN MEAL CO., thru Milne & Co., participation. KNX, Hollywood.

RELIANCE MANUFACTURING CO., thru Mitchell-Faust, Saturday, 7:15-7:30 p.m. Cowboy songs. KNX, Hollywood.

HELMS BAKERIES, thru Martin Allen Agency, Los Angeles, participating in Housewives' Protective Period for five weeks. KNX, Hollywood, 3:30-4 p.m.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, announcements. KNX, Hollywood.

AETNA LIFE INSURANCE CO., thru Glasser Advertising Co., Los Angeles, participating in Housewives' Protective Period. KNX, Hollywood, 3:30-4 p.m.

MISS SAYLOR'S CHOCOLATES, thru Doremus & Co., San Francisco, participating in Ten o'Clock Family. KNX, Hollywood, 10-10:30 a.m.

POWER SEAL CO., thru Jefferson Wood, Los Angeles. Variety show, Tuesday and Thursday, 9:15-9:30 p.m., and 8:45-9 p.m., for one year, started March 24. KNX, Hollywood.

FEDERATION OF CHURCH BROTHERHOOD, thru R. H. Alber & Co., Los Angeles, Sunday, 9:15-9:45, religious talks, for three months, starting April 15. KNX, Hollywood.

BATTELLE DWYER & CO., thru Elwood J. Robinson, Los Angeles, five-minute investment talks, Tuesday, Thursday, Saturday, for four weeks. KNX, Hollywood. Starting April 17.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, New York, five minute transcribed spot announcements for one month. Started March 30, KNX, Hollywood.

Chicago

Station WLS reports the following business:

ELEANOR MARTIN, thru Morenus Advertising Agency, two-minute daytime announcements six days a week, tf.

FEATURE FOODS, INC., thru Mitchell-Faust Co., continuation order for 78 45-minute daytime programs.

CHAPPEL BROS., INC., thru Rogers & Smith, two-minute daytime announcement.

GILLETTE RUBBER CO., thru Carmer & Krasselt Co., continuation order for 13 quarter-hour National Barn Dance programs.

FORD DEALERS OF CHICAGO, thru McCann-Erickson, Inc., six 50-word daytime announcements.

ILLINOIS BELL TELEPHONE CO., direct, 10 one-minute Sunday morning announcements.

ALTORFER BROS. CO., thru Lamport, Fox & Co., continuation order for 39 15-minute morning programs.

GARDNER NURSERY CO., thru Northwest Radio Advertising Co., three five-minute transcriptions weekly.

COUNTRY LIFE INSURANCE CO., thru Critchfield & Co., increased schedule for 30 five-minute daytime talks.

HOOVER LINIMENT CO., thru Wade Advertising Co., 60 one-minute daytime announcements.

RELIANCE MFG. CO., thru Mitchell-Faust Advertising Co., 13 quarter-hour National Barn Dance programs.

HARRY ALTER CO., direct, 78 two-minute Homemakers' Hour announcements.

UNITED DRUG CO., thru Street & Finney, 10 15-minute daytime programs.

AMERICAN POTASH INSTITUTE, INC., direct, 24 one-minute early morning announcements.

AMERICAN GAS MACHINE, thru Grove Advertising Agency, 15 one-minute daytime announcements.

MILES LABORATORIES, INC., thru Wade Advertising Agency, continuation order for 13 15-minute daytime programs.

THOMAS P. GUNNING, thru Commercial Broadcasters, nine 15-minute evening talks and one 30-minute evening talk.

COOK COUNTY DEMOCRATIC CENTRAL COMMITTEE, direct, seven 15-minute talks and one 30-minute talk.

LEN SMALL FOR GOVERNOR, thru Browne & Mathews, three 15-minute talks.

ORVILLE TAYLOR, thru McJunkin Agency, four 15-minute night-time talks.

REPUBLICAN CAMPAIGN COMMITTEE, thru McJunkin Agency, seven 15-minute evening talks.

WGN reports the following business:

MAC FADDEN PUBLICATIONS, thru Ruthrauff & Ryan, Inc., an MBS commercial, *The Good Will Court*, originating at WOR and taking 9 to 9:30 a.m. Tuesday, beginning June 2, 1936, for 52 weeks to and including May 25, 1937.

WALGREEN CO., all home games of the Chicago Cubs and White Sox, a local commercial, single games at 2:45 p.m. except Cubs Saturday games, which will start at 1:45 p.m. Double-header games at 1:30 p.m. if no commercial preceding schedule at 1:15 p.m.

E. I. DuPONT DE NEMOURS & CO.,

(See NEW BIZ, RENEWALS on page 18)

Station Notes

Address All Communications to the New York Office

WPTF, Raleigh, N. C., has started a daily morning series giving gossip about local radio activities. . . . WDNC, Durham, N. C., celebrates its second anniversary April 15. An elaborate studio party is in the making, talent to include Al Preyer's Orchestra, Ben Thaxton, Goodrich and Plyler and Les Brown's Orchestra. . . . WHIO, Dayton, O., has started a remote series from Montgomery County courthouses, a different one per day. Mike picks up a different function on each broadcast. . . . KNX, Hollywood, is sending Lee Cooley, of its news division, to Europe to act as a foreign correspondent for the station. Bill Lawrence, who used to have the Gossip Club on KNX, is filling in during Cooley's absence. . . . Igoe Furniture Company sponsoring June and Jerry on KMOX, St. Louis. . . . David Penn, WHIO, Dayton, baritone, is playing vaudeville locally.

WGST, Atlanta, has signed a contract with Atlanta Coco-Cola Bottling Co. for broadcasting of Atlanta Southern League baseball team games play by play when the games are away from Atlanta. . . . Lionel Ricau has been added to announcing staff of WWL, New Orleans. Ricau is making a daily 15-minute appearance, imitating Amos 'n' Andy on a varied-sponsored program. . . . Lynn Morrow, former press representative for KDKA, Pittsburgh, was promoted to the post of sales promotion manager for the same station. Kay Barr is now handling the press duties. . . . Ted Epstein, veteran announcer at WCAE, Pittsburgh, resigned last week to go into the law business.

J. E. (DINTY) DOYLE, for the past year manager for Tom Coakley's Orchestra and prior to that radio editor of *The Oakland Post-Enquirer* and feature writer for Hearst newspapers, has been placed in charge of the radio department of *The San Francisco Chronicle*. . . . After a trip to Chicago and New York, where he conferred with executives of his organization, R. C. Rambeau, Pacific Coast manager of the William G. Rambeau Company, national radio station representative, returned to his post in San Francisco last week.

JOHN REILLY, former engineer at WICC, Bridgeport, Conn., and of late chief engineer at WMFF, Plattsburgh, has resigned to become chief engineer at WELI, New Haven, Conn. He relieves Al McGinn, who goes in the same capacity at WEAN, Providence. . . . WELI, New Haven, Conn., gets a hearing on May 13 before the Federal Communications Commission on its application for full time on the air. At present the station has to sign off at 6:30. . . . After 26 weeks the amateur hour from the Loew Majestic Theater, Bridgeport, Conn., over WICC, is off the air. The Outlet Clothing Company, of Bridgeport, was the sponsor, and Ted Clare, vaudeville m. c., came up from New York weekly to emsee the show.

KDYL, Salt Lake City, has a series presenting Alex McCafferty, golf professional, giving lessons in the game over the air. McCafferty's stooge is named "John McDuffer." . . . WHA, Madison, Wis., has been granted a power boost to five kilowatts daytime. Twice as much as before. . . . Doc, Curley and Paul, known as the Internationals on WLAC, Nashville, are starting a personal appearance tour. Mabel Bradley, dancer, and B. B. Wesley, accordionist, have been added to the act. . . . Fred Horwitz, KDYL, Salt Lake City salesman, is the recent father of a boy. . . . The Yankee Network begins its annual baseball service on April 10 when Fred Hoey, baseball announcer of WNAC, inaugurates the 1936 season with a description of the exhibition game between the Red Sox and the Bees. It will be Hoey's 11th consecutive year at the baseball mike. Broadcasts this year will be sponsored on alternative days by the Washburn Crosby Company and Socony Vacuum. Last year Kentucky Winners cigarets had the field to itself. Kentucky Winners, however, will sponsor a nightly baseball resume. . . . More than a dozen union orchestras have been auditioning at WELI in preparation for the new studio band which is to go into effect in the near future. A working scale of studio officials and the local Musicians' Union 234. According to Arthur J. Ehehalt, secretary of the union, the orchestra when chosen would work an average of about five hours daily.

Program Reviews

(EST Unless Otherwise Indicated)

Pittsburgh Symphony Orch.

Reviewed Thursday, 8-8:30 p.m. Style—Symphony music and guest artists. Sponsor—Pittsburgh Plate Glass Co. Station—KDKA (NBC network).

Driven by the urge to afford a well-deserved symphony orchestra some nation-wide fame as well as to sell more of its products, the Pittsburgh Plate Glass Company, a leader in its line, has added another network program from Pittsburgh thru the Westinghouse Station KDKA.

The Pittsburgh Symphony Orchestra, featured on these weekly programs, is a well-known outfit in this territory which, for some reason or other, has been lacking in wide recognition. This program will undoubtedly add to its reputation. Conducted in able manner by the veteran Antonio Modarelli, the orchestra is a standout with its classic selections and rates high in accompanying the weekly guest artists. At this hearing Efrem Zimbalist, world-famous violinist, was the guest soloist. He offered Wagner's Prize Songs from "Die Meistersinger," Brahm's *Hungarian Dance* and the finale from Mendelssohn's violin concerto. There is no necessity of going into detail of the artist's masterful ability; it is enough to say that he stirred the crowded auditorium at the Carnegie Music Hall where these programs are broadcast.

The orchestra presented Elgar's *Pomp and Circumstance; The Dance of the Tumblers*, from Rimsky-Korsakoff's *The Snow Maiden; Habanera*, from Victor Herbert's *Natima*, and the Rakoczy March by Berlioz. Modarelli's men are as good as many of the widely known symphony outfits and they seldom fail to please their type of audiences.

The commercial announcements are brief and clear, the sponsor fully aware that his sales talks reach the better class of listeners. In most announcements the sponsor attempts to sell the idea of modernization both in the home and the business establishment and that the firm is on hand to serve with the latest in equipment and furnishings.

Slated to appear on coming programs are "names" in the opera and concert world. This Thursday, Pescha Kagan, Pittsburgh's own girl pianist, was featured. S. H.

"Answer Me This"

Reviewed Monday, 6:35-6:45 p.m. Style—Talk. Sustaining on WEAF (NBC network).

Twice weekly feature put forth by the Federal Educational Radio Project of the United States Educational Office of the Department of the Interior. In other words, "on the cuff." Program originates in Washington and studio audience appears to be of the community type, getting off with a bit of singing by all hands. The conductor of the program mentions the advantage of quick thinking and this is one of the reasons for the program. A dozen questions are asked and it is stated that college undergraduates usually average seven out of the 12 answers correctly. This seems to be somewhat below the mentality of a great many listeners, judging by this particular program, since any school boy or girl who had any history or geography at all should answer all of them in short order. Running but 10 minutes, however, the program is quite entertaining and is different than the others, for it does put the listener to work giving mental answers.

Questions submitted were on Alaska; from whom it was bought and for how much. Is the Klondike in Canada or Alaska? Where was the greatest flood in American history? Name man-made conditions conducive to floods? Founder of the American Red Cross? Was it Florence Nightingale or Clara Barton, etc? Why was Switzerland selected for various peace conferences? Country involved with Paraguay in lengthy war recently settled? Offices held by Benjamin Franklin in service of U. S.? Who discovered American continent long before Columbus? Is Alaska bigger than Texas? Who besides George Washington was unanimously elected President? Final question is why was other President so elected. Answers are later given with one exception. This is to be given on the next program and also available in some literature that may be sent for. Next program was scheduled to provide some sociological questions.

Type of program sort of helps the listener entertain himself and is not a poor idea. Seems that it might be adapted in some way as an educational feature by some sponsor seeking an audience of youngsters. M. H. S.

Benny Rubin's Whirligig Revue

Reviewed Wednesday, 8:30-9 p.m. Style—Comedy revue. Sustaining on WJZ (NBC network).

Benny Rubin, comedian, is featured. Others include the Showmen Quartet, Harold Anderson Orchestra and various artists, not all of them billed. Debut of this series was not attended with the success that so clever a comedian as Benny Rubin deserves or is capable of achieving. By way of lending moral support and giving him a good sendoff, Eddie Cantor came to the mike for a few words of greetings and hoped that the fine work he had done in other fields and on some well-known programs (presumably under an alias) should stand him in good stead. Rubin is master of many dialects and on the stage at least is known to this reviewer as a first-rate laugh getter. Somehow the show developed into a mad jumbled series of skits that seemed to have one head-on collision after another until it was impossible to tell what was what.

Whether the fault was in writing, production or both, fact is that the program sounded just as a blurred out-of-focus picture looks. Rubin failed to give himself a clean-cut edge on his work and present himself and his comedy so that the average listener could get it. Regardless of who was playing who or what, it made no difference to the listener, who received the same impression he would when reading into a mess of pied type. There was some entertainment as to singing and the orchestra, but this is of small matter comparatively. Fact is comedians are scarce and Rubin is wasting his chances with a production like this one. M. H. S.

Uncle WIP's Round Table

Reviewed Saturday, 10:30-11 a.m. Style—Speakers and music. Sustaining on WIP, Philadelphia.

Every Saturday morning Uncle WIP (James A. Willard), station's go-between for the kiddies, presides and introduces the speakers at the "round table" in a program patterned after a collegiate seminar session. Subject matter is of especially intense interest for the youngums and makes for sure-fire listening attention all around should the adult lend an ear.

Johnny Augustine, physical ed tutor at the Prospect Park High School, subbing for Stoney McLinn, WIP's sports commentator, fed the straight stuff on athletics developing the studes physically, mentally and socially. Armand Spitz comes on for shop talk on crime. He's in charge of the Science in Crime Detection demonstration at the Franklin Institute. Talks on the cost of crime and the number of criminals without becoming boringly statistical. Then jumps to finger printing, a cinch for the juves, inviting them to the institute and watching him finger printing monkeys. That's a hard one for the parents to steer clear.

Rusty and Ginger, the only youngsters in the studio, whose specialty is magic and such, tell how to make a telephone from old tin cans and a piece of string. Kids sound like a couple of vets and have plenty of ear appeal to carry on these old boyhood woodshed adventures. Cosmo Errant comes in for a short tale about his travels around the far-flung corners of the globe. Herb Shatz, mogul among local stamp collectors, does a timely bit on the use of stamps for charitable purposes, especially for flood relief.

Speeches are broken up by Uncle WIP's Midget Band interluding with *Pop Goes the Weasel* (theme), *Old King Cole, Tom Tom the Piper's Son* and the like. Band is an odd combination of instrumentalists from the house crew led by Clarence Fuhrman and sounds zippy enough to please everybody. Altho the station carries this one as a sustaining, Uncle WIP plugs the children's merchandising sale at Gimbel Brothers, department store housing the station. Offers to play the role of an Easter Santa. Kids writing in what they would like in the way of Easter finery, getting a school companion for the effort. In all, program is well constructed and runs smoothly for the half hour. ORO.

WEST COAST NOTES——

(Continued from page 16

from KHJ, Los Angeles, is scheduled to bow off the airlanes to make way for Claude Sweeten's musical feature, *Salon Moderne*, which goes transcontinental from KFRC on April 11.

Roy Burkhead, baritone and University of San Francisco student, has been given a weekly spot on KGGC, winning the berth in a recent amateur contest. Arnold Oren, pianist and well known here, is his accompanist. Herb Wilson and his Arizona Range Riders, who are Johnny Daves and Bill Austin, are hillbillying over that station on Thursdays at 8:15 p.m.

Ted Maxwell, NBC dramatic star, who has been written out of *Girl Alone* and other network offerings originating in Chicago because of illness, is in town visiting his wife, Bobbe Deane, a member of the web's local dramatic staff.

Lucille Kirtley, former NBC soprano, has a twice-weekly spot on KYA. She's featured in *Operatic Revue* on Monday nights and is also heard on the Saturday night *Organ Moods*, broadcasts.

Meredith Willson, NBC Western division musical director, will be the guest conductor with the San Francisco Symphony Orchestra at a special afternoon concert in the War Memorial Opera House here April 19. Tho well known to radio listeners the country over, the presence of Willson on the podium as guest with the San Francisco Symphony Orchestra will be his first appearance before a concert audience as conductor of a full symphony.

Feature of the program to be given will be the world's premiere playing of his own symphony—Symphony No. 1 in F minor—which he has just completed.

Los Angeles

LOS ANGELES, April 4.—Now that the sudden change of ownership of KNX has been affected, reports are making the rounds of local radio circles that Guy Earl, who sold KNX to CBS for $2,000,000 last week, will buy into KMPC, Beverly Hills. Altho denied all around, it is understood that Earl is interested with Dick Richards, Detroit and Cleveland operator, in a partnership.

Richards holds an option on KMPC, which expires in July, and Earl is said to be talking turkey with him with the object of using the Beverly Hills station as key in a network of Southern California independents.

KMPC is a part time outlet, operating on 500 watts and shares time with WOR, Newark. Columbia made a bid for the station when initial negotiations with Earl for KNX last year fell thru.

F. W. Thring, operator of 3XY and head of Efftee Film Productions, Melbourne, Australia, is in town making the local radio rounds for possible business and talent.

Kay Van Riper, continuity writer, is suing for $18,000 for damages sustained as result of an automobile accident which took her away from her typewriter and microphone.

Bob Sherwood returns to the air this week with his *Voice of the Globe* comment on KHJ. . . . Pauline Holden back on local airwaves via KEHE. . . . Leslie Hewett, former chief engineer at KFWB, has returned as supervising engineer after session as sound mixer in pix studios. . . . Office Boy Freddie Siegel at KNX has been promoted. Now carries title of Junio Arnnouncer . . whatever that might be. . . . Same station takes on Bill Lawrence to cover for Lee Cooley while Cooley vacations in Europe. . . . Daughter born to Mr. and Mrs. Owen Dresden (KHJ manager) has been named Patricia Marguerite.

Disk Makers and Pop Music Men Have Inning at Copyright Talk

WASHINGTON, March 31.—With two weeks yet to go as to hearings on copyright bills before it, the House Committee on patents is evidencing a keen desire to get information from witnesses which would be of value to it in efforts to be made in executive sessions to find common or middle ground upon which to write a bill that would be fair, and do justice to all interests affected by such a measure.

Hearings were started this week with H. A. Huebner for the Brunswick record interests, of Columbia; Richard W. Allscheuler for American Record Company and Isabelle Marks for Columbia. These witnesses took up the time, aside from that used by committee members in the asking of questions and comments, and the furnishing by request of certain information by Gene Buck and E. C. Mills, on Monday. The agenda for the rest of the week, according to Acting Chairman Fritz Lanham, in the absence of Dr. Sirovich, who is ill, called for the appearance of representatives of newspaper, music and library interests.

A looker-on, Monday, was General Samuel T. Ansell, counsel for AFM, who said he was not certain whether the organized musicians would offer testimony. Witnesses for the phonograph record interests told the committee of the hard fight which is necessary to the end makers of records have to keep things going in these days of intensive competition from more modern methods of furnishing music, the radio and such, and that they were mainly interested in the preserving of property rights of manufacturers, in any copyright legislation which might be enacted. Advent of electrical transcription records and results of it, as regard effect on the old-time phonograph record, which latter Congressman Daly admitted he liked even yet, the extent to which copyright is granted records in England, and infringement provision of English laws, were gone into in detail.

Retention of the statutory license provisions as at present was asked, and protection in use of records outside of the home. One suggestion was of amendment in certain respects of the Daly bill, as to the making of it meet needs of record manufacturers. There was discussion between Buck and witnesses for record makers as to comparative returns to authors and composers on one hand, and makers of records on the other, to the disadvantage of the former, as Buck contended. Summed up briefly, attitude of the witnesses for the day was that manufacturers of records in the United States are entitled to protection, and that the only way this might be afforded would be thru retention in copyright law of the statutory license as at present and the granting of the right of copyright in the record. During the hearings the question had been raised by Chairman Lanham as to whether phonograph records should not be protected under patent rather than copyright law.

Chairman John G. Paine, of the Music Publishers' Protective Association, told the committee he felt he was justified as a representative of the publishers in opposing the bill because of the view it would limit the right of the composer. He said he opposed a bill in 1925 under which it was designed to take the United States into the International Copyright Union; that America should never join it. He gave considerable time to a discussion of radio and thought the latter had failed to furnish some observations the committee members were entitled to have. Radio, he said, depends upon what is created by many men and women who had been in Washington opposing the bill. Paine presented William Arms Fisher, president of Boston Music Publishers' Association, who discussed in considerable detail the different bills before the committee. He said his conclusion was no one of the bills, as it stands, is satisfactory to American composers, authors and publishers; also that existing copyright law is unsatisfactory and in need of revision, and that entrance into the International Copyright Union should only be made upon a basis of full reciprocity.

Air Briefs

By JERRY FRANKEN

SIGNING to a four-year contract of Ken Murray by Ruthrauff & Ryan, with a similar deal for the writers of his show, Ken Englund and Mabel Albertson, is taken as a good sign for the development of radio talent and by the biggest users—advertisers. It means that if Murray is successful and is built into a headline name draw, the agency and sponsors will have made a real bargain buy. On the other hand, if the buildup for the comedian fails, then there still is no real loss with no offense meant to Murray. Agents consider this policy, if extended at all, a decided break for them. It will mean that it will no longer be necessary to have only names under tow—that an agent will be able to sell potential star talent without having to go thru the torture of first building that talent.

Another important factor is that in selling a product this way, the larger three quarters of the radio listening market, located on farms and in small villages, is reached just as effectively as with a star, for it is these markets that principally combine to create the star, by demand of advertised product. Thus the urban sectors take a back seat, both as to actual population size and as to establishing a seller. This, it is advanced, has always been the policy of Blackett - Sample - Hummert. Latter agency, now placing more business than any other, builds comparatively inexpensive shows, but establishes the titles of them, such as *Melodiana*, *Lavender and Old Lace*, *American Album of Popular Music*. Some of these shows may not even rate in the commercial radio ratings of shows, but reach the farm markets and sell plenty of products. Thus, if a set of writers, a title and star are established, it's cheaper and just as effective.

Ann Honeycutt resigned from the CBS program department, as assistant to W. B. Lewis, last week. She is taking an European vacation and may open her own production office when returning. . . . Freddie Rich setting up an audition for Lucky Strike this week. . . . Bert Lebhar, sales manager of WMCA, beat the record of the sale of *March of Time* last week when he was told at 5 p.m. that the Canadian rights to the hockey semi-finals had been sold and that his station had to sell the American rights or cancel their scheduled broadcast. Lebhar sold the game to Old Gold ciggies before an hour had elapsed. Nice work, Ravelli. . . . Jimmy Fidler fades from the air the end of April. . . WHN sold the *Early Bird* to Grennan Bakeries, Charles Windsor and Ann Sedgewick on the show. Perry Charles, former mahout of the program, was out last week with a dasal code. . . . Mack Millar back from the Coast. . . . Poley McClintock added to the family last week. A boy. . . . Paul Phillips has left WMCA to become assistant continuity director at KMOX, St. Louis. His first show for WMCA, the tribute series, scored very well. . . . The staff of WNEW now getting pep talks by way of weekly meetings. . . . Gertrude Niesen starts a new CBS series April 11. . . Benton & Bowles already asking the radio columnists what guest stars they want to write the summer vacation columns. . . . Fred Allen has been selected by *Stage* magazine as the outstanding radio comedian of the season. Motion heartily seconded.

Chi Air Notes

By NAT GREEN

Jack Hylton will broadcast the Real Silk program only four times from Chicago. . . . He then moves into a New York hotel and will carry on from there. . . . Alida Sturman and Philip Crane, WBBM's "Twin Winners" in the unknown singers' contest, found themselves starred in their own CBS network series just a week after they won $2,600 radio contracts. . . . Miss Sturman is heard thrice weekly over a WBBM-CBS Western network; Crane four times a week. . . . Gene Arnold and the Ranch Boys changed from 4:15 over an NBC-WJZ hookup to 12 noon over NBC-WEAF, starting March 30. . . . Program, on the air only a few months, has elicited a tremendous response. . . . Fibber McGee and Molly are planning a personal-appearance tour of Midwestern theaters in April and May. . . . Ted Weems and his orchestra open their new series of commercial programs over WGN and Mutual April 12. . . . Program will be carried by WBAL, Baltimore, and WGR, Buffalo, in addition to the regular MBS stations. . . . Tumble Weed has left WLS and returned to the West, where he's now a singing guide in Grand Canyon.

Russell Pratt and Don McNeill, radio comics, who 10 weeks ago inaugurated the team of Pratt and McNeill, Unlimited, over WMAQ, are to be heard over an NBC red network nightly except Saturday and Sunday, starting April 6, under sponsorship of the A. H. Lewis Medicine Company. . . . Vin Haworth, the Jack Arnold of *Myrt and Marge*, and Mrs. Haworth plan to leave for a Western trip in June in a brand-new travel coach they purchased last week. . . . *Myrt and Marge*, by the way, leave the air late in April for the summer months. . . . Pat Flanagan, back from Florida baseball camps, is all set to start his ninth consecutive season of broadcasting baseball games over WBBM . . . Before he starts his baseball broadcasts Pat will on April 9 give WBBM listeners some intimate sidelights of his decade before the mike. . . . *Broadway Cinderella* air show is folding for May and June and *The Worry Clinic* will move to its time—11:45 a.m., Monday thru Friday. . . . Both shows have the same sponsor. . . . It is rumored *Broadway Cinderella* will resume for the summer months. . . . Mark Love, basso, heard over WGN, leaves for New York this week for an audition with the Metropolitan Opera Company. . . . Love, who used to be a wrestler, acted as judge in the tryouts Saturday for the Olympic wrestling team at De Paul U.

Klara E. Knecht will again be educational director on the Cole Bros.-Clyde Beatty Circus this season and will feature radio talks. . . . She will have a lengthy schedule for most of the Chicago radio stations. . . . On Sunday night, March 29, Miss Knecht appeared as guest artist on Nat Green's *Radio Prevues* program on WCFL. . . . Edward Wood Jr., sales manager of WGN, is in a local hospital recovering from injuries sustained in an auto accident. . . . *The First Nighter* leaves the air April 24. . . . With *Grand Hotel* off, Campana will be out of the air for the first time in many years. . . . Glen LePard, announcer, on WOOD-WASH, Grand Rapids, has been seleced to act as emsee at the Blossom Festival queen contest April 13 for the second year. . . . King Bard, sales manager of WOOD-WASH, spent last week in Chicago. . . . First 10 clocks of a new legible style developed from designs by Louis McC. Young, assistant chief engineer of WBBM, have been placed in service in the CBS studios. . . . Ralph Kirbery, known as the "Dream Singer," is going to Hollywood to make pictures for Paramount as soon as his radio contracts expire.

Jack Hylton and his Continental Revue made their inaugural Coast-to-Coast NBC broadcast April 5. . . . Quin Ryan's amateur show on WGN has been expanded to a half-hour show heard on Tuesday evenings. . . . Formerly was 15 minutes three times a week. . . . Reinhold Schmidt, basso of the NBC Commodores quartet, is to be heard in a series of weekly solo programs over an NBC blue network, starting April 10. . . . Ray Perkins' amateur hour will be aired from Chicago the week of April 10 while he's playing the Oriental Theater. . . . Morgan Eastman had such a rough flying trip to Florida last week that he has been convalescing ever since. . . . Cyril Pitts still said to be headed for New York, but won't commit himself. . . . Joan Blaine, *Mary Marlin* star, is to take the Illinois bar examination this week. . . . Insull chain expects to be ready to start broadcasting about the middle of April. . . . When Jesse Crawford goes to Oklahoma City to play at the dedication of the new studios and pipe organ of WKY, Mrs. Crawford will pinch hit for him on his regular network recitals from Chi. . . . Kay Chase, *Painted Dreams* author and actress, back from a vacation in the West Indies. . . . One of the two new studios to be built by WBBM this summer will be arranged for an audience of 300. . . . CBS has the "ex" on broadcasting the Kentucky Derby May 2 for the same cig sponsor as last year.

NEW BIZ, RENEWALS——

(Continued from page 16

INC., thru Batten, Barton, Durstine & Osborn, New York. *The DuPont Paint parade*, a local commercial electrical transcription, taking 8:15 to 8:30 p.m. Tuesday and Thursday, beginning April 7, 1936, for eight weeks to and including May 28, 1936.

Salt Lake City

AUERBACH CO., five 15-minute periods. KDYL.

PRESTONE, thru J. M. Mathes, Inc., announcements. KDYL.

HOME APPLIANCE CO., four evening spots weekly. KDYL.

GENERAL MOTORS CORP., announcements. KDYL.

ELECTRICAL LEAGUE OF UTAH, thru Ad Craftsman Agency, announcements. KDYL.

South

LOUISIANA SEED CO., Inc., direct, 15-minute program, Sunday, 1:30 p.m., began March 22, featuring Robert McGimsey, "The Whistling Seedman." KALB, Alexandria, La.

DODGE BROS.' MOTOR CORP., Detroit, thru Ruthrauff & Ryan, Inc., Detroit, 15-minute transcriptions, *Dodge All-Star Revue*, started March 10. WDSU, New Orleans.

CHEVROLET MOTORS, thru World Broadcasting System, three 15-minute transcriptions weekly, *Musical Moments*. WQBC, Vicksburg, Miss.

CARTER'S LITTLE LIVER PILLS, renews for one year, one-minute spot announcements six days a week except Sunday. WDSU, New Orleans.

Philadelphia

INDEMNITY INS. CO. OF N. A., thru Geare-Marston Agency, starts April 14, ends May 26, 1936, Tuesday and Thursday, 7:45-8 p.m. Dramatic sketches. WIP.

GIMBEL BROS. (department store), placed direct, started March 23, ends March 28, daily participation in Trans-radio News. WIP.

TYDOL OIL CO., started March 30 for 13 weeks, daily except Sunday, three five-minute and one 15-minute news periods daily. WFIL.

CREW-LEVICK CORP. (motor oil), thru Cox & Tanz Agency, renewal, started April 1 for one month, daily except Sunday, 6-6:15 p.m. Sports talk. WFIL.

VALLEY FORGE MEMORIAL CO. (cemetery), started March 22 for 13 weeks, Sunday, 1-1:30 p.m. "Sunday Players," ET. WFIL.

Grand Rapids

GENERAL ELECTRIC SUPPLY CO., direct, 13 quarter-hour programs, two days a week.

VANDEN BERGE CIGAR CO., direct, spot announcements six days a week thru the baseball season.

REID, MURDOCH & CO., thru Rogers & Smith, announcements six days a week, 156 times.

ANDERSON SHOE CO., direct, 13 five-minute programs, two days a week.

WEST MICHIGAN DIST. CO., direct, 26 five-minute programs three days a week.

LABAN SAMPLE FURNITURE CO., direct, announcements three days a week, 150 times.

SUN RAY PRODUCTS CO., direct, 15-minute programs (rural schools), two days a week, 13 times.

West Coast

MILES LABORATORIES, Inc. (Alka-Seltzer), thru Walter Biddick Co., Los Angeles, starts April 13 for 13 weeks, Monday thru Friday, 8:15-8:30 p.m. (PST). NBC-KGO, KGA, KJR, KEX, KFSD, KTAR, KECA and KLO. Program, *Frank Watanabe*, comedy dramatic serial. Talent, Edward J. Holden, as Frank Watanabe, and Cameron Prud'homme, as William, retired hardware merchant.

WESSON OIL & SNOWDRIFT SALES CO., Inc. (Wesson Salad Oil and Snowdrift Shortening), thru Fitzgerald Adv. Agency, New Orleans, renews April 27 for 13 weeks, Monday, 8-8:30 p.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ and KDYL. Program, *Hawthorne House*, dramatization of boarding-house life. Talent, Pearl King Tanner, Natalie Park, Olive West, Helen Troy, Frank Provo and John Pickard.

HAAS BROS., San Francisco (Trupak Food Products), thru Emil Brisacher & Staff, San Francisco, started March 25 for 13 weeks, Wednesday, 3:15-3:30 p.m. (PST). NBC-KPO. Program, *Woman's Magazine of the Air*, afternoon variety show. Talent, Bennie Walker, emsee; Josef Hornik's Orchestra and guest artists.

TILLAMOOK CO. CREAMERY ASSN., Tillamook, Ore. (cheese), thru Botsford, Constantine & Gardner, Portland, Ore., renews April 3 for 13 weeks, Friday, 3:15-3:30 p.m. (PST). NBC-KPO, KFI, KHQ, KOMO and KGW. Program, *Woman's Magazine of the Air*, afternoon variety show. Talent, Bennie Walker, emsee; Josef Hornik's Orchestra and guest artists.

JAMES GRAHAM MFG. CO. (Wedgewood Stoves), thru Long Adv. Service, San Francisco, started March 23 for eight weeks, nightly one-minute weather report announcements. NBC-KGO.

WESTERN WOMEN'S CLUB (club), thru Eugene I. Harrington Adv. Agency, San Francisco, started March 17 for 26 weeks, Tuesday, 7-7:05 p.m. (PST). NBC-KGO. Program, *Western Women*, talks of interest to women. Talent, guest speakers.

GALLENKAMP STORES CO., San Francisco (shoes), placed direct; started March 25 for 13 weeks, Wednesday, 10-11 p.m. KGGC, San Francisco. Program, *Student's Hour*, amateur show. Talent, George Tolin, emsee.

CRAZY WATER CRYSTAL CO., San Francisco (mineral water), thru Vandevort Adv. Agency, San Francisco, started April 1 for 52 weeks, Monday thru Friday, 10:15-10:45 a.m. KYA, San Francisco. Program, *Home and Style Forum*.

TASTE GOOD BAKERIES, San Francisco (bakery), placed direct. Starts April 5 for 52 weeks, Sunday, 3-4 p.m. KYA. Program, *Amateur Show*.

South

GODCHAUX SUGARS, INC., New Orleans, thru Fitzgerald Adv. Agency, New Orleans. Twelve one-minute spots, beginning April 3 to April 29. WWL.

ROLLS RAZOR CO., New York, thru Kimball, Hubbell & Powell, New York, begins April 5. Six one-minute spots. WWL, New Orleans.

GENERAL MOTORS CORP., placed thru local agencies, amateur programs, beginning March 31 for week of Auto Show here. WSMB, New Orleans.

LIBBY, McNEIL & LIBBY, Chicago, thru J. Walter Thompson. Three one-minute spots daily except Sunday, began March 26. WWL.

DuPONT DE NEMOURS CO., 15-minute transcription Friday at 8:15 p.m. WSMB, New Orleans.

BLUE ROOM, THE ROOSEVELT HOTEL, direct; six 15-minute programs weekly remoted from Blue Room, Clyde Lucas and ork and act, beginning April 3, and two 15-minute weekly programs from Fountain Room, Albert Kirst and ork. WSMB.

10 MUSICIANS——

(Continued from page 4

is not attempting to limit the number of licensed agents in the country.

The AFM's license system has not yet been extended to Canada, which hasn't much night club life due to strict liquor laws. Most hotel spots book bands direct, and there are less than 30 agencies in all Canada, concentrated mostly in Montreal, Toronto and Vancouver. G. B. Henderson, AFM official in charge of the license system, says a separate system for licensing Canadian agencies may be devised later if the Canadian musicians' locals ask for it at the annual convention in Detroit June 8.

The AFM had issued 980 licenses up to Thursday.

WINGY MANNONE

(The New Orleans Swing King and His Swing Band) Now Playing at the Hickory House, New York. Doubling at the STORK CLUB. Recording for RCA Victor.

TED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Now Playing
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO.

★ **HENRY HALSTEAD**
AND HIS
OLUMBIA BROADCASTING ORCHESTRA
Now Playing New Continental Room,
Jefferson Hotel, St. Louis, Mo.

PHIL HARRIS
AND HIS ORCHESTRA,
With LEAH RAY,
Netherland Plaza, Cincinnati, O.,
During April

★★★ DAVE ★★★
HERMAN
AND HIS MUSIC
NOW ON TOUR

HUGH CROSS AND HIS
RADIOGANG
Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

TED JENNINGS
The Crown Prince of Rhythm
AND HIS ORCHESTRA
The Choice of the Southland.
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
Care The Billboard, Cincinnati, O.

FLETCHER HENDERSON
AND HIS FAMOUS ORCHESTRA.
GRAND TERRACE, Chicago.
Management MOE GALE.
RKO Building, Radio City, N. Y.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1936
NOW ON TOUR
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

DON RICHARDS
AND HIS MUSIC

Smart Rhythm for the Smart Set

FRED YANKEE AND HIS
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address — 350 West End Ave., New York, N. Y.

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

20 Stations Sign New Warner Pacts

NEW YORK, April 4.—Approximately 20 stations have signed Warner Brothers' contracts on the recently offered five-year basis, with many more agreements ready to be signatured. Altho there are about 250 outlets holding Warner Brothers' music licenses on the temporary three-month basis of January 1, the date line for those seeking to come in on the new deal is April 7 and a last-minute rush is anticipated.

It is understood that Herman Starr, handling the Warner music interests, is satisfied that as many five-year agreements will be signed as there are now temporary licenses; in fact, he expects more eventually. In many cases minor items are being worked out with the broadcasters who have already signified a willingness to extend the license for the five-year period. For the present the Music Publishers' Holding Corporation, which is the parent organization housing the various Warner subsidiary music houses, and in whose name the performing rights licenses are issued, will not name the stations which have signed for five years. Within a week, however, a complete signed list will be given out.

Associated Oil Sports Program

SAN FRANCISCO, April 4.—Including for the first time the Pacific Northwest in its schedule, the Associated Oil Company will broadcast more than 25 important Pacific Coast track and field meets this season, which opened last Saturday. Stations to be used for the sportscasts include KWSC, Pullman, Wash.; KGA, Spokane, Wash.; KIRO, Seattle, Wash.; KEX, Portland, Ore.; KSFO, San Francisco, and KMTR, Los Angeles. Sports announcers will include John Carpenter and Leo Lassen, Washington; Rollie Truitt, Oregon; Frank Bull, Los Angeles, and Doug Montell, San Francisco.

More News on WFIL

PHILADELPHIA, April 4. — WFIL is fast becoming the newsiest station in town. Starting the 30th station will have eight daily news periods, 2 hours and 10 minutes in toto. Tydol Oil Company buys three 5-minute and one 15-minute news shot daily for 13 weeks starting the 30th. Station has a daily 10-minute spot for Adams Clothes, and has three 30-minute Classified News Sections with spots, recordings and news. WFIL was the first Philly station to break the press-radio pact and buy International News Service.

Phila. Station Ratings Being Readied by WCAU

PHILADELPHIA, April 4. — WCAU, local CBS station, expects to publish the ratings of Philadelphia stations according to a popularity survey recently completed. Station enlisted the services of the Boy Scouts in making 35,000 house-to-house calls in searchings for the listeners' listening leaders. And WCAU rated number one.

Results after WCAU as first were KYW, WJZ (New York), WIP, WFIL, WDAS, WPEN and WOR (Newark).

Reaction Favorable on Deletion of Crime Items

SAN FRANCISCO, April 4.—Deletion of all crime from its news and editorial periods has resulted in KGGC, local 100 watter, receiving an avalanche of favorable comment from individuals and indorsement from civic and church organizations in the San Francisco bay region.

All stories of criminal acts that might lead to the glorification of crime in the minds of youthful dialers are eliminated, according to W. N. McGill, manager.

Big Regional Chain For Pepper-Uppers

SHREVEPORT, La., April 4.—Seventeen of the larger radio stations south of the Mason-Dixon line, among them KTBS, Shreveport, will be added to the Texas Quality Group, beginning April 5, to carry Dr. Pepper's Pepper-Uppers. The program, a comedy-musical show starring Sugah and her Boy Friends, has been featured on the Texas network for the past year.

The new radio chain, largest commercial regional hookup in the United States, will be termed the Dr. Pepper-Dixie Network, with broadcasts scheduled for 26 weeks. Dallas exposition center will be the point of origin for the series.

The Pepper-Uppers program recently ranked well up among the leaders in a regional radio poll, which included the NBC and CBS features, proving the popularity it has won in the year already on the air. "Sugah" is assisted by Jimmy, a rotund comic; Roy, the much-heckled heckler; Butch, the sound-effect impresario, and many others, while music is furnished by Alexis and the Pepper-Uppers Band. There are also a harmony trio and variety of solos. List of stations to air program, has not been released as yet, but most of market centers of the South will be included, an official here stated.

General Motors Renews Sunday Night Concerts

NEW YORK, April 4.—General Motors Corporation's Sunday night concerts have been renewed for another 13-week period. This is the first time that the institutional contract has gone beyond the 26-week limit, usually ending at this time of the year. Same Sunday-night period on NBC-WEAF network is retained, and Erno Rapee will conduct the symphony orchestra, and guest soloists will be booked for each week.

Coast Ad Club Starts Educational Campaign

SAN FRANCISCO, April 4.—An intensive campaign to educate all forms of business which have never used advertising as to its value is being conducted by the San Francisco Advertising Club.

All media are being stressed. Campaign is under direction of the Non-Advertisers' Committee, of which Cy Whitaker, sales manager MacGregor & Sollie, Inc., transcription producer, is chairman. Others on the committee are Wilmot Rogers, advertising manager California Packing Corporation; Harold R. Deal, advertising manager Associated Oil Company, and Walter Held, advertising executive Standard Oil Company.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 27, to Thursday, April 2, both dates inclusive.

Let Yourself Go	32
Goody, Goody!	31
All My Eggs in One Basket	26
Lost	26
What's the Name of That Song?	25
Let's Face the Music and Dance	23
Love Is Like a Cigaret	20
You Started Me Dreaming	20
Melody From the Sky	19
You	19
It's Been So Long	18
It's Great To Be in Love Again	15
Wah-Hoo	15
Lovely Lady	14
If You Love Me	13
No Greater Love	13
Sing an Old-Fashioned Song	11
I'd Rather Lead a Band	9
Little Rendezvous in Honolulu	9

Pettey Joins WHN; Heads Sales Force

NEW YORK, April 4.—Herbert L. Pettey, secretary of the Federal Communications Commission, has resigned that post, effective May 1, to become a vice-president of WHN, Loew-owned New York station. Pettey will be in charge of sales and sales promotion. Philip Whitten, present sales manager, will remain on the station's staff. Previously the station had no sales promotion man, this being handled mainly by Whitten.

Pettey was previously with Loew's by way of Metro-Goldwyn-Mayer. He left MGM to go with RCA-Photophone, later going to RCA-Victor and the FCC in 1933.

Since Louis K. Sidney was set as general manager of WHN the station has expanded considerably and is now cutting a good-sized swath in the commercial field.

JAYSNOFF SISTERS
★ IRIS and JUNE ★
The Leading International Duo Pianists
Radio ● Concert ● Stage

VICTOR YOUNG
Shell Oil Program.
WITH
AL JOLSON
WEAF, Saturday, 9:30-10:30 P.M NBC Network.

BLANCHE AND ELLIOTT
ULTRA MODERN DANCERS
". . . delight in their work, which is brilliant as to conception and exquisite as to execution."—The Boston Globe.
Now Playing Private Functions N. Y. C.
Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile
Now Playing De Luxe Loew Theatres.

★ **dan HEALY** WNEW ★
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM,
231 West 54th St., New York, N. Y.

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

the Harlem Express! Himself
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
the new King of Syncopation
RECORDING FOR DECCA.
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

JUDY CONRAD
AND HIS ORCHESTRA
104th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

AVAILABLE
FOR COLLEGE AND DANCE DATES
ROSELAND ACES
That Sensational Swing Sextette
Mgt. JIMMY DALEY ATTRACTIONS,
11 North Pearl Street, Albany, N. Y.

Radio and the Seasonal Product

By Eugene S. Thomas

APPROXIMATELY 12 years ago radio hopped out of the bassinet, donned knickers and with the brazen braggadocio of youth rampant rolled up its sleeves to display an array of selling muscles which, in short order, compelled American business men to clothe it in long pants.

Gangling, awkward, a trifle self-conscious at first, radio stood alternately praised and damned . . . but definitely progressive. For even during the depression, when selling mediums were being selected with more than the usual care, the swing was, day after day, to this new and amazingly active industry.

Then came the reckoning. . . .

Used haphazardly in the beginning; considered a novelty, perhaps, when compared with media which had served as the basis of resultful advertising for more than a century, it was soon discovered to be a new selling force to be seriously reckoned with.

Enter the Seasonal Product

Makers of seasonal products became gradually conscious of the selling power of this precocious child of big business. Long used to the seasonal decline affecting other advertising mediums, they found in radio a new selling power capable of carrying on season after season with but a slight decrease in the vast audience it had built and to which it was rapidly adding.

Later, in an analysis made by Professors Hettinger and Wade, of the Wharton School of Business and Finance of the University of Pennsylvania, it was disclosed that the mail received from listeners during the months of June, July, August and September compared very favorably with the mail received during the peak months of January and February. In fact, the total mail response for the month of August alone was found to be almost equal to that received during the months of January and February.

Eugene S. Thomas

Reasons Varied

Varied indeed have been the reasons offered for this consistent audience response during months in which the popularity of other advertising mediums show a steady decline. Strongest, perhaps, is the fact that radio, basically a purveyor of entertainment, offers for the first time something that can be enjoyed with a minimum of physical effort.

This reason grows in strength when we consider the inhabitants of those sections of the country where heat, humidity and generally variable climatic conditions have a decided influence on human reaction. It can be readily understood that the ordinary person is more apt to turn on the radio with a twirk of the finger during a lethargic summer day than go to the effort of concentrating on a page of text or indulging in the physical activity required to reach his favorite movie house.

Time and distance, too, mean nothing to the ever-lengthening tentacles of the radio industry, whereas these elements act as uncontrollable retards to the newspapers and magazines, as well as the theatrical industry and outdoor advertising.

Vacationists Turn to Radio

It is a known fact that vacationists bound for those practically inaccessible spots in the mountains and desert lands will gladly contend with the lack of the more generally accepted mediums of entertainment, but that each year an increasingly greater number depend upon the radio to supply the entertainment so essential to long vacation nights and the flow of spot news which keeps them in constant touch with an ever-changing world.

Also, when considering radio as a seasonal seller, it should be remembered that vacations create good moods; good moods make good buyers, ergo, it would be difficult to find a more susceptible target for your product or service during the summer months of seasonal decline than the vast audience which looks to the radio for the news and entertainment usually supplied by the newspapers, magazines and movies.

Space limitations forbid the listing of the many seasonal products that have been sold successfully in off seasons over WOR. The two cases that follow will, however, show that the seasonal product, when supported by planned radio advertising, meets with an enthusiastic public response.

Seasonal Products Successfully Sold

Horton's Mel-O-Rol, for instance, a decidedly seasonal product, began its program called *The Puzzler* over WOR during the first week of March, 1935. No great response was expected during this particular period when the days were still short and there was a definite winter tang to the city winds. But no sooner had the program been released and an offer made than replies began to pour in. So great was the response that when compared with the replies received during the month of July (obviously the peak month for ice-cream sales) it was found that March listeners topped the midsummer response by approximately 1,100 replies.

July, oddly, showed the lowest response to *The Puzzler* during the entire time this show was on the air. March, April, October and November, however, were months during which the popularity of the program was definitely registered by the responses received and the corresponding off-season increase in sales of Mel-O-Rol.

One interesting phase in the responses received in answer to the Mel-O-Rol offer was the type of listeners from whom they were received. A survey revealed that 75 per cent of the returns came from listeners of high-school age or older.

Interesting, too, were the extraordinary results obtained by the International Vitamin Corporation, maker of I. V. C. Pearls, a vitamin concentrate.

This program, a participating show, incidentally, and worked into the regular *Uncle Don Hour,* a consistently popular WOR feature, proved again that a seasonal product finds an unusually receptive audience among radio listeners.

I. V. C. Pearls are primarily intended for winter consumption and act as a resistance builder for the physically run-down. However, this product not only bucks the generally accepted seasonal difficulties, but the price, 50 cents to $1 a bottle, lifts it out of the class of low-priced products . . . and, at the same time, decreases the chances that it will be bought on the spur of the moment.

Eugene S. Thomas' association with the radio industry goes back 11 years. He managed with widely acclaimed success the Atwater Kent National Radio Auditions to which are indebted for their subsequent fame Joseph Antoine, Donald Novis, Edward Kane and Carol Deis. Mr. Thomas was also affiliated with Thomas R. Shipp, Inc., and engaged in publicity projects for Atwater Kent and General Motors broadcasts, as well as the National Broadcasting Company.

The proponent of radio as an all-year-round advertising medium for seasonal products served WOR as assistant sales manager before they painted sales promotion manager on his office door.

Tho it was quite apparent to WOR and the manufacturers of I. V. C. Pearls that the eventual purchase would be made by the parent, the program was definitely slanted for the child audience.

The I. V. C. program, which has been on WOR for the past five years, proves quite definitely once again that radio has the advantage when it comes to selling the seasonal product, for it begins each new schedule of shows year after year early in September, a time when most winter products are merely preparing for the cold days ahead, and then carries the show on into the late days of April.

If sales results alone are an indication of how successful radio is as a seller of seasonal products during times when most seasonal products fail to be bought, it should be of interest to know that I. V. C. has shown a steady increase year after year.

As a means of assuring advertisers that their investments in radio time are not wasted there is no greater selling argument than the stories of seasonal products that have been sold during times when all other mediums evoke little or no response from the market they endeavor to sell.

Altho, psychologically, the mass buying public will always be a more or less indeterminable audience, radio, thru constant research and delving into the buying tastes of the public it endeavors to please, is rapidly building up an approach that, in time, may become foolproof.

For instance, not so long ago it was thought that certain days of the week were more favorable than others for appealing to the vast number of listeners radio entertains. Now it is generally agreed that all days are good days, providing the program offered contains that required showmanship and basic trait of entertainment without which radio would be a rather ineffectual weapon with which to attack a public that instinctively says "no" even when it invariably means "yes."

Summer Biz Optimism

PROBABLY the greatest aid to chasing the once very fearsome bogey—hot weather decline of advertisers—is the steadily increasing figures which prove that the bogey in question has no cause for existence and that he is on a toboggan eventually destined to take him out of the lives of the broadcasters. While it is true that optimism prevails in national and regional networks and local accounts, it behooves the respective sales and sales promotion departments to keep on their toes. But they at least have more ammunition to fight with as the battle goes along and thus it is definitely a winning one.

It is hardly necessary any more to point out the vast number of receiving sets in cars, the portable set in nearly every summer camp or bungalow and the increased number of sets generally thruout the country, with the average taking good care of the non-urban localities that cannot be accused of being away on intermittent vacations. Most people have forgotten to talk about summer static and the advertiser no longer is conscious of it except perhaps when an electrical storm is actually overhead.

Discounts as an Aid

To some extent the major webs manage to take care of themselves in consistent manner, one aid being the discounts attached to consecutive buying of time; also, there is the feasible plan of retaining a desirable hour and hookup by holding on to it thruout the summer. Clients with more than one product have no difficulty making a suitable switch if necessary. This season Columbia Broadcasting System, for instance, gets away to an encouraging hot weather start with its newest General Mills contract. And it has others. National Broadcasting Company includes additional business from Sterling Products and others. Each summer sees accounts continuing straight thru that heretofore were known as strictly fall and winter customers. Then there is the inevitable newcomer, sometimes undecided on his length of stay, who gets a taste of results and then begins to talk about additional time. And again, as pointed out by Gene Thomas, of WOR, it is not always a question of adhering only to such products as are deemed seasonal for summer sales; many sponsors have learned that a straight winter product can pile up potential sales and good will thruout the summer.

July, 1935, Tells Tale

Actually, it was the figures for July, 1935, that definitely revealed the fact that radio had made the greatest gains of any medium since the depression. As to be expected, July itself may be somewhat lower than June; but when July consistently tops the same month for the year before it is its own best salesman.

Gross time sales for July, 1935, over indie stations and networks were 32.2 per cent greater than for the same month in 1934, and 49.5 per cent greater in 1934 than for the same month in 1933.

July, 1935, showed national networks having a gross revenue of $3,175,042; the regional webs did $92,102; national non-network advertisers gave the stations $1,297,065, while local business totaled $1,283,795.

Big Gains Shown By All

Comparison with previous years shows that national network advertising during last July was 27.2 per cent greater than the same period in 1934 and no less than 88 per cent greater than July, 1933. Regional network business was three times the July, 1934, figure and five times that of 1933 period. National non-network advertising revealed a gain of 68.6 per cent over 1934 and an increase of 75.8 per cent over July, 1933. Local broadcasting had a gain last July of 18.8 per cent over 1934. Electrical transcriptions also showed big gains while live talent more than held its own.

It is conceded that July, 1936, will show a gain over July, 1935.

ORCHESTRA HOPES SOAR

Big Summer For Cleveland

Night clubs and hotels planning to use plenty of entertainment

CLEVELAND, April 4. — Within the next few weeks most local night club booking agents, managers and operators will begin an extensive search for suitable floor show and orchestra talent to be used during the approaching summer season. Numerous conventions are billed for this city in the next six months, besides the National Republican and American Legion conclaves and the 100-day Great Lakes Exposition, opening June 27. Several million money-spending summer visitors are expected.

Local bookers have voiced their opinion that high quality talent will have to be used by many of the better-class spots in order to cash in on the anticipated heavy business. Mike Speciale, prominent booker, has already completed several eastern trips in the quest of talent, in an attempt to be one jump ahead of his competitors when the rush for "repeat biz" acts begins.

Practically all spots, whether they be hotel dining room, night club or out-in-the-open beer garden are planning to fight the predicted keen competition with more and better floor entertainment. The Cleveland, Statler, Hollenden, Carter, Gillsy, Allerton and Auditorium hotels have expressed their intention to offer entertainment and orchestras thruout the usually dull summer months.

London Night Spots

LONDON, April 2.—Prince Edward Casino, with Clifford Fischer's *Folies Parisienne* floor show, previously shown at the French Casino, New York, and at Chicago and Miami, and featuring Georges Campo, Rene, Rich and Artini, Elsie Ray, Gloria Gilbert, Lalage and Polly Frank, opened in London April 2. Cover charge together with entertainment will be $3.

Wilbur Hall, late solo musical comedian with Paul Whiteman's outfit, makes his cabaret debut at the Cafe de Paris where he registers sensationally with his zany playing on weird instruments. Hall hits both as a comic and as a musical novelty and looks like being held over at this spot indefinitely. Same goes for George Beatty, American comedian and monologist, who repeats at the swanky Ritz.

Vic Oliver, American nut comedian, is a holdover at the Mayfair where they go for his crazy monologs and eccentric musical bits on piano and violin in a big way.

Savoy Hotel has a fine trio of American acts in Hall, Reading and Boyce, a swell acrobatic and dancing trio with a splash of comedy, the internationally famous Arnaut Brothers with their musical clowning and whistling, and Mary Raye and Mario Naldi, rhythmic and versatile dance team. Latter act doubles into the Berkeley where Gaston Palmer, w.-k. comedy juggler, provides further sockso entertainment.

Walter Dare Wahl, with Emmett Oldfield, remains as a sensational comedy feature at the Dorchester Hotel. Here's a mirth-provoking "hoke" act that can truthfully be termed "classy."

Shribman's Southern Bookings

RICHMOND, Va., April 4.—Bob Bundy, manager of the Charles Shribman Office's southern branch, located here, has booked Mal Hallett and band to play southern colleges and special events, mostly one-nighters, thruout the month of April. Also has Boyd Gaylord routed thru Virginia on a month of one-nighters, Hollywood Debs set for the Charleston's Flower Festival, April 17, and Jimmie Lunceford and Jan Garber for single dates in Richmond on April 20th and 27th, respectively.

Sheet Music Dealers Meet in Chi July 27

NEW YORK, April 4.—The 23d annual convention of the National Association of Sheet Music Dealers will be held in Chicago July 27 to 29, inclusive, at the Stevens Hotel. Meeting will be held in conjunction with the National Association of Music Merchants and the National Retail Musical Instrument Dealers' Association.

The discussions this year will center around the accomplishments and aims of the Trade Practice Committee. This committee has been co-operating with similar committees of the Music Publishers' Association of the United States and other organizations. All music dealers are invited to attend the convention and present their problems.

After 25 Years

NEW YORK, April 4. — Monte Rosa Restaurant is celebrating its 25th anniversary by adding a floor show, booked by Tony Shayne. Show comprises Pola Borgia, Sandy Ross, a line of girls and the Dick Pecoraro Orchestra.

Bookers Expect the Best Summer Season in the Last Five Years

Improvement in general conditions one reason—public interest in dancing another—spots spreading for expected competition—offers way above those last year

NEW YORK, April 4.—Band and orchestra bookers and dance promoters are waiting for the summer sunrise in anticipation of what is expected to be the best summer for orchestras in the past five, and possibly more, years. Bookers returning from trips thruout the country lining up dates, as well as promoters coming into New York looking for box-office orchestras, express the opinion that it's in the bag. Best indicator, both sides of the fence agree, is that money to pay for the attractions is setting a higher level than ever before. Spots that in the past used small outfits for little money have definitely switched to a policy of big time and more dough. Then, too, there is a sure swing on the part of theaters in the de luxe category to make a semi-return to vaudeville by using orchestras.

There are numerous reasons for the expected improvements. In the first place, there is the business upswing noticeable all over. The smaller towns and cities have felt this long before the larger spots. Suburban and resort sectors are more in the fight for business than ever before. That's a break for orchestras. Secondly, the public has evidenced a definite urge to get out for a bit of hoofing. Thirdly, larger hotels in New York and Chicago are in a competitive spot with the resorts and are putting on bigger attractions in order to keep part of the trade at least. Thus Chicago hostelries are going the gun on planning summer bookings.

Demand is principally for name bands, which doesn't mean the bands so much as it does the orchestra leaders. Understoood that the Texas Centennial has already come thru with whopper offers for top outfits. Texas is one of the leading States in financial upswing, and a flock of bands, booked out of New York, have been there lately and are still on the way there. Bob Sanders, band booker of Mills Artists, mentioned towns that never before paid more than $700 for a band tripling that amount now.

Publicity lately attendant to swing music has also helped. Numerous New England spots have been contacting local band sellers for orchestras listed under the swing category. This is gaited as sure-fire stuff for the younger clientele.

New Texas Ork Agency

DALLAS, Tex., April 4. — Territorial Producing Corporation, with principal office in Dallas, has been chartered to handle orchestras, theatrical acts, etc. The authorized capital stock is $500. Incorporators are Francis F. Bokern, M. L. Callender and Don R. Callender.

More Bands-Night Club Acts For Michigan This Summer

DETROIT, April 4.—A recent survey of the leading Michigan booking offices and night club operators clearly indicates that the approaching spring and summer season should be one of the best in several years. Despite a more than usual early spring hesitation in signed contracts, which can probably be attributed to the severe winter weather, bookers and operators are extremely optimistic over the prospects of a season with plenty of money in circulation.

No important contracts have been signed as yet, altho rumors last week had it that Sammy Kaye and band had been engaged to play thru the summer at the popular Walled Lake Casino. On the other hand, bookers say inquiries have been more numerous than usual for this time of the year. New hotels at Benton Harbor, Charlevoix and Bay City and several other new locations are reported to be in the market for acts and bands. Paradise-on-the-Lake, however, which did a grand flop last season, is not expected to reopen and the future of the 8,000-seat Westwood Gardens is uncertain, due to the recent death of Otto Huck, operator.

Many cabaret and night club operators who usually close their spots during the warm months, are planning to continue operations thruout the summer this year, and will continue to use regular floor shows. One ork agency has reported a lot of additional club dates on the fire for bands possessing some degree of reputation.

Night Club Reviews

Alpine Village, Cleveland

This popular downtown dine-and-dance spot may be truthfully termed as being "distinctively different," with its clever vari-colored decorative scheme and paneled background depicting scenes of Alpine and Bavarian life. Picturesque inlaid glass panels scattered across the huge ceiling effectively portray old world fables of yesteryear.

Otto Thurn's Band is a real asset and food by Chef Steve Schuckert is okeh. It's a really cozy spot, boasting an atmosphere that is delightfully refreshing. The lower floor has a seating capacity of 600 persons and balcony will accommodate some 300 more. Two bars capably handle normal business, while another special service located in the rear of main floor serves special parties.

The floor show is snappy, tuneful and plenty entertaining. Herman Pirchner, co-owner-manager, officiates as emsee, besides doing a neat job of yodeling numerous Tyrol folk songs. Show is opened with a colorful parade thru the audience by Otto Thurn and bandsmen attired in Alpine costumes. Singers, dancers and yodeling artists follow, singing folk songs. A Bavarian dance by four fast stepping lads, comes next. They go about their work with an enthusiasm that borders on the spectacular. Tony Cirin, singing bus boy, has a most pleasing tenor voice, and justly satisfies in the deuce spot. Tad and Sally, a clever pair of ballroom dancers, possessed with personality and charm plus, follow Tony.

Probably the high spot of the evening is the vocalizing of a youthful quartet composed of Dick Moorhead, Frank Ames, Fred Lansinger and Devere Engelbach. The lads should really go places and their rendition of *Stout-Hearted Men* just about stops the show. Spot No. 7 finds Herman Pirchner doing pantomime and inciting group singing by the patrons.

Margarethe and Otto Pirchner, Tyrolean dancers, received a share of plaudits for their presentation of Tyrolean folk dances and characteristic old world interpretations of Alpine life. Emil Reusser then yodels and proves to be a master of the art.

A big feature of the evening is the carrying of 36 Bavarian beer steins, piled three high and weighing 112 pounds. This stunt, accomplished by Pirchner, was recently motion pictured for Bob Ripley's *Believe It or Not.* Clem Pichl, Steve Tuma and Paul Klatt, a tuneful trio, present popular songs with pleasing effect. Show closes with a pageant and parade of the floor and tables, somewhat similar to the opening.

Reed.

The Oasis, Detroit

A single, complete, floor show, beginning at 11:30 at night, instead of a series of acts at intervals thruout the evening was recently adopted by the Oasis, resulting in a rapid one-hour presentation. The late show keeps the early evening patrons in the spot, and gives them something to look forward to.

The Oasis has a novelty in the form of Madelyn King, who functions as mis-

(See NIGHT CLUB on page 25)

1,000 N. Y. Night Spots Fire Traps

NEW YORK, April 4.—Local Fire Department has discovered fire hazards in 1,005 of the city's 1,832 cabarets and dance halls. In most instances, draperies and decorations had not been fireproofed.

Already 210 spots have closed down, probably because the cost of fireproofing was too high to warrant continuing operating.

Of the 1,832 spots, 1,028 are located in Manhattan, Bronx and Richmond, and 804 in Brooklyn and Queens.

Twenty-five men under Captain George J. Foster, in charge of the Division of Licensed Places of Public Assembly, inspected the spots under the supervision of Fire Commissioner McElligott.

Elimination of fire hazards in night spots has been one of the demands of the American Federation of Actors.

Windsor's Dallas Agency

DALLAS, April 4.—Walter Windsor, who has been on the West Coast for the past few years and has produced night club revues in prominent New York nighteries, has opened a theatrical agency here, under his own direction. A special night club booking department will be conducted with Abe Berger, former Dallas newspaperman, in charge.

Now in preparation, according to Windsor, is the *World's Fairest Beauty Congress.,* a trade revue of cosmetics, etc., and sponsored by national advertisers. Negotiations are also under way with a major oil company to sponsor a one-half hour radio program, featuring a well-known ork.

Orchestras and The Open Road

By Kermit A. Kahn

EVEN casual observers who have been frequenting the better dance emporiums for the past five years or so are noticing the difference. The full-dressed gentleman at the band stand who smilingly directs his 10 or 12 pieces thru their nightly paces for the pleasure of discriminating enthusiasts of urban dance music is certainly enjoying a ruddy glow, the unmistakable symptom of a healthier life. When he sits down at your table during intermission he might tell you, in explanation, that fresh air is responsible—good, clean, unadulterated, rural oxygen, with a low carbon monoxide content. Exercise may have something to do with it, too, for running to make uncompromising train and bus schedules improves the heart beat and increases the saxophone section's wind. For the country's better dance bands, now having discovered that there is gold in the rural hills, have taken to the open road and have found there, if not a more, then surely an equally abundant life.

The orchestra world, in sympathy with New Deal philosophy, has decided in favor of interstate commerce, recent Supreme Court decisions notwithstanding. Today you can effortlessly win an argument with any hard-headed, musty-thinking showman who still insists, as indeed everyone else was doing three or four years back, that big names and better music belong to Broadway and Hollywood boulevard and impoverished country rubes will still vote the Bunny Hug of greater dance popularity than the Lindy. You can triumphantly point to the stern records of the past few seasons which, upon investigation, you will find nicely dotted with sharply ascending comparative graphs and prosperously annotated with well-nourished trial balances.

Specialists in cause-and-effect reasoning attribute the new situation, which threatens to be of considerable significance to all phases of the profession, to one primary influence—radio. As in everything else, Marconi's brainstorm has succeeded in equalizing the nation's tastes in music. Now that Hiram, his hands still sticky from coaxing a Holstein's udder into activity, can chuckle at Fred Allen's parodies of rustic community life and is able, immediately thereafter, to be audience to music emanating from the Whiteman or Lombardo direction, it is small wonder that he turns up his suburban nose at Zeke Martin's local string ensemble, even tho Zeke proudly announced that he added a jew's-harp virtuoso to the combo this week for the lodge's barn dance. Once introduced to better music, Hiram is anxious to continue the acquaintanceship and will, if necessary, contribute a dollar to see Maestro Whiteman or Lombardo perform in person.

Of course, Hiram's daughter Mandy is even more interested, for she has heard of Ozzie Nelson, and the thought of being able to dance to and sigh at his superior melodies, even possibly get his autograph, seems little short of heaven on earth. When it is calculated that there are thousands of Hirams and Mandies within every rustic radius of 100 miles, it should require no slide rule to confirm the existence of a resoufrceful patronage market.

Such a market was, of course, not in existence a few years ago, because if radio is now still in its infancy it was scarcely fertilized in the earlier period mentioned. Because radio's influence is so obviously a fact and so easily comprehensible, further verbiage in establishing an already won argument would seem superfluous. It should be added, however, that the new trend produced by radio's ascendancy has been considerably abetted by the talkies by very much the same token. Whatever radio lacks in creating glamour for its talented personalities the movies possess. Since musical talent in radio and motion pictures is frequently one and the same, the combination of radio's ability to present its talent consistently before the public and the films' faculty for deifying the very same performers into national idols or emissaries of Cupid would seem to be invincible in building enthusiastic followings universally.

The new market thus developed produces increasing affection between outdoor and indoor amusement fields. Especially in the case of fairs, where live talent is almost uniformly used in one form or another, is this axiomatic, for it stands to reason that if orchestras can swell receipts the general pay roll is enabled to mount proportionately. Thus there arises the paradoxical situation wherein radio and the movies, customarily attacked as arch enemies of all corpuscle talent, act as match-makers in this marriage between outdoor and indoor entertainments.

* * *

Most revealing of all the recent experiences in the orchestras' suburban invasions is that of the Canadian National Exhibition held last summer in Toronto. Rudy Vallee, who contracted to appear for the two-week duration of the event, was soon hailed as the most signally successful feature of the entire proceedings. The management confidently attributed the fair's record-shattering attendance to the big-time band innovation. During the 14 days that he was booked, 75,000 people danced to his music in the spacious ballroom, admission to which averaged $1 a person. In addition to this, several thousand witnessed his two weekly commercial broadcasts, tickets to which were marketed from $1.25 to $2. Vallee's retainer was $40,000, in addition to a 50 per cent cut in the net profit realized on the matinee performances. Easily calculated figures show that a profit exceeding $20,000 was earned by the management on the ballroom, hat check and other concessions, and the accompanying increased attendance at other features of the fair, the aggregated increment can be safely termed considerable.

It is, of course, difficult to determine what measure of this success can be laid directly to Vallee, but free from precise computation, it is roughly computed by George A. Hamid, who booked the Vagabond Lover into Toronto, at 65 per cent of the increased business over the preceding year.

It is not to be thought that the booking of the magic name of Vallee was a radical experiment on the part of Toronto, however. The year before a trio of big timers were bought. Duke Ellington appeared on the two opening days, Abe Lyman from Monday thru Friday and Guy Lombardo from Saturday thru Saturday.

Elwood Hughes, the exposition's general manager, sums up his views on name band bookings in the following manner:

"All three orchestras were excellent attractions. Ellington did extremely good business as an opening feature and Lombardo's success was outstanding. Of course he had the benefit of being a native-born Canadian, and the very name—Lombardo's Royal Canadians—was an attractive one to Torontonians and all Canadian people. I am convinced that big-name orchestras will prove to be an attraction on any fairgrounds where a proper setting would permit them to work under good conditions. They undoubtedly will draw a young clientele into an exhibition grounds who perhaps would not otherwise be interested in the regular commercial exhibits or entertainment features usually found at a fair."

GEORGE A. HAMID

President of George A. Hamid, Inc., and one of the world's leading authorities on outdoor amusements.

LOOKS for continued expansion of orchestra booking activity in fairs and other outdoor promotions

Hamid, whose views, by virtue of his long familiarity with outdoor entertainment, can be considered authoritative, looks for continued expansion along the indicated trend. "On the basis of the Toronto experience," he states, "I predict that in five years the majority of fair organizations will construct ballrooms large enough to accommodate practically an unlimited number of patrons and which will be equipped for broadcasting, motion picture projection and, possibly, even television."

Hamid does not delude himself into thinking that the entire outdoor field can be invaded by the orchestras and maintain equal footholds. The fair and the independent ballroom would be more sympathetic to the new influx simply by virtue of their character. The idea of having the idea taken up by circuses, carnivals and the like appears highly improbable to those who are authoritatively familiar with the respective situations. Hamid deprecates this possibility as impracticable and points to Paul Whiteman's appearance in the circuslike fiesta *Jumbo*, now playing in New York, as an illustration. "Without reflection upon Whiteman's ability as a musician," Hamid explains, "it is obvious that his costly appearance in *Jumbo* adds little, if anything, to the production. Circus bands will always be apart from the dance band in nature and, for that reason, the loud quality band, not the big name band, will continue to be supreme in the circus field." Much the same sentiment was implied in regard to carnivals.

Closely associated with the new trend, Hamid believes, is the imminent rise of commercially sponsored orchestras on tour in behalf of a specific industrial interest. In Hamid's opinion, current theatrical events point to the adoption of the band tour by mercantile outfits just as radio talent is now exploited in their interest over the air. In the recent Standard Oil-sponsored tour of Guy Lombardo the band played to an estimated 150,000 people in two weeks. If these commercially sponsored units were booked into the fairs themselves, Hamid believes the audience would be closer to a million in the case of large fairs than to the recently reported 150,000 in the same length of time.

As much as radio has increased general public appetite for big name bands, it is not to be assumed that the field is yet ready for anything but occasional entrance into the outdoor market. The big reason is, of course, the price demands of the big-time units, which in many cases are prohibitive. This is particularly true with respect to parks and ballrooms, if not so cogent in the case of the fairs, which seem better equipped thru their infrequency and general character to draw heavy patronage. There are two solutions to the question from the ballroom operator's standpoint. One—strongly advocated by Hamid as being the most desirable—provides for co-operative organization between competitors in the same general area and between ballroom operators nationally. The way things operate now necessitates long leaps by orchestras, with the result that they are obliged to zig-zag expensively thru all geographical sectors. If, thru co-operation, sane and scientific routing could be agreed upon, thereby obviating costly traveling expense and its attendant layoffs, orchestras would be in a better position to discuss prices in reach of the ballroom proprietors, to the advantage of all concerned. This co-operation would also preclude cutthroat competition between over-zealous operators, eliminating such common practices as playing the same orchestra the next night within the same general region, price slashing and the like. Hamid also suggests the purging of unscrupulous promoters who obtain contracts either by fraud, intimidation or other questionable methods.

A second alternative open to the ballroom operator is his opportunity of continuing the *status quo* and making use of big name bands for purely advertising purposes. This is the idea advanced by Charles E. Green, manager of the NBC Artists' Bureau's orchestra department, who contends that topnotch names have never produced profitable receipts at the gate, and the big money for ballrooms and dance pavilions lies in superior moderate-priced outfits. Green concedes that the musical taste of the country has been improved by radio and films, but asserts that con-

(See ORCHESTRAS on page 24)

Roadhouses, Sidewalk Cafes, Roof Spots; Spring Is Here!

NEW YORK, April 4.—Spring brings with it the closing of downstairs hotel dining spots and the reopening of roof gardens. Already the Waldorf-Astoria announces it will reopen its Starlight Roof Garden May 7, with Orville Knapp's orchestra in until June 1, when Wayne King's band comes in. And the Hotel Biltmore's Moonlit Terrace resumes soon, with Russ Morgan's band featured. The Montclair Hotel will soon shut its Casino to reopen its roof restaurant.

Not only that, but spring means the sprouting of sidewalk cafes and the Brevoort has already announced it will resume its open-air dinery. The Gay Nineties will have a summer garden, too.

And all this also means that the musicians better dust off the white uniforms and performers get out their summery costumes. Not only that, but the many musicians and performers who had developed serious cases of night club pallor during the winter season will now be able to breathe the good clean air again.

In addition, night spot owners, waiters, musicians and performers are already thinking of the roadhouses and summer spots that crop up along the roads away from the big cities. The Long Island spots, Ben Marden's Riviera at Englewood and the Atlantic City nighteries are among these already getting their first dusting off for the summer.

Yes, spring is officially here.

New Show Printing House

WINONA, Minn., April 4. — Julius Kramer, for several years operator of the Kramer Music Service, local orchestra booking office, announced last week that his new connection with the Leicht Sho Print Company, just organized here, will have no effect on the operation of the ork agency.

The new printing firm, a subsidiary of the Leicht Press, nationally known publishing establishment, is specializing in band and orchestra printing besides doing work for all types of amusement enterprises.

ASCAP Sues Club Owner

ST. LOUIS, April 4. — Suits by ASCAP, Irving Berlin, Inc., and Shapiro, Bernstein & Company have been filed against Irwil Carl, night club owner, charging infringement of copyright on two popular songs. Plaintiffs ask $500.

Liquor Board Nixes Hostesses in New Jersey

NEWARK, N. J., April 4.—New Jersey night spot operators employing hostesses to "entice" men to purchase drinks will be liable to revocation of their liquor licenses, according to D. Frederick Burnett, State Alcoholic Beverage Control Commissioner.

The commissioner approved the action of Hoboken in instituting revocation proceedings against Hellmuth Ellrich on the ground that Ellrich has employed three hostesses, paying them 20 per cent commission on drinks they induced customers to buy.

Sharlie's in Trouble

NEW YORK, April 4.—Sharlie's, Inc., which operated a night spot in Jamaica recently, has gone into receivership upon petition filed against it by creditors. Spot was managed by Cliff Hall, former straight man to Jack Pearl.

Club Chatter

MRS. CHARLES J. GRUNDMANN, manager of Grundmann's Attractions, New Orleans night club booking agency, announced the following bookings last week: Nugie and Margie, novelty dance team; Sterbenz and Ganzales, adagio duo, and Patsy McCoy, specialty dancer, into the Hotel Frances, Monroe, La.; Dave and June Roberts, Elton and Marie and Marion Sizler to be held over indefinitely at Bat Gormley's Club in Lake Charles, La.; Marvelle and Fried, at the Chez Paree, New Orleans, and Marco and Rosiko at the Nut Club, New Orleans. . . . Tonya and Emmett, dancers, formerly known as Thelma Flowers and Emmett Firestone, have been placed by Hymie Goldstein at the Russian Club Troyka, New York. . . . De Bald Twins, clever young song-and-dance artists, recently closed at Dan Healy's Broadway Room and are now in rehearsal for Gus Edward's new vehicle, *Sho Window*, scheduled to open April 12. . . . Milton Frome is emseeing the new show at the Hotel Shoreham, Washington. . . . Charlie Richards, erstwhile endurance show contestant, is singing nightly at the Bowery Club in St. Louis. . . . Bert and Jay, dancers, are filling a two-week engagement at the Colonial Village in Peoria, Ill., coming in from the French Casino, St. Louis. Others on the Colonial bill this week are Earl Mossman, emsee; Jean Manders, singer; June Hart, dancer, and Mildred Tate and her all-fem band.

WOODS AND BRAY, unusual ballroom dance team, have been held over for another three weeks at the Hotel Syracuse, Syracuse, N. Y. . . . Ethel Richardson, banjoist and dancer, has joined Gilbert and Vicky Raye, currently playing night clubs thru New York. . . . Paul Pagano claims to be the first single song-and-dance act to be booked into the smart Oriole Terrace in Detroit. Is set for two weeks at the spot, coming in from the Book-Cadillac. . . . Adelita Varela, Mexican soprano, appearing at the Club El Toreador, New York City, starts on a pix short soon with Don Alberto and band. . . . Merry Pickford closed last week at Keenan's Restaurant in Chester, Pa., and moved to Baltimore. . . . Bobbie LaRue and his revue, consisting of Carl Clewis, Kenn LaRue, Leonard Jans and Donald Mack, opened last Sunday at the Derby Club in Hot Springs, Ark.

FELICIA AND DEL REY are offering a varied routine of ballroom dances at the Club Avalon in Cleveland. Engagement is indefinite. . . . Cook and King, novelty dance team, are doubling between the Blakeland Inn and the Brown Palace Hotel in Denver. . . . Paul and Renee are touring Indiana night clubs, appearing currently with the *World Cruise* revue at the Club Showboat in South Bend. . . . Charlie Carlisle, comedian, has rejoined Marie Purl's *Say It With Ladies* unit, working Southern theaters. . . . Allen and Parker have been spotted at the Mounds Country Club in St. Louis for a couple of weeks. . . . Rudy Bell and his band of impersonators are working San Antonio (Tex.) night spots and theaters. Recently appeared at the Interstate Theater and the Twin Palms nighterie. . . . Rita Zane is presenting her deep-sea fantasy dance routine, "Mermaid Princess," in and around Cleveland, O. She recently purchased a smart new Studebaker for transportation.

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Producing Night Club Floor Shows

As told to Paul Denis by Jack Pomeroy

IT WAS recently while having luncheon with an observant layman friend that he said: "Tell me, Pomeroy, how do you account for hotel and cafe shows almost taking the place of our vaudeville shows today?"

Well, to begin with, people prefer to patronize cafes and hotels because they seem to feel they get more for their money.

At a supper club a person can have a complete dinner for an average of $1.50, see an entertaining floor show and dance to good music afterwards. Patrons also have the opportunity of sometimes being seated close to some celebrity, which is a great thrill to the average person not in show business.

When it comes to constructing a show for cafes and hotels the producer is up against an entirely different situation than when working on shows for theaters. For instance, a vaudeville unit can often be booked to play almost every available theater in the country if it is a good show.

A cafe show is a different proposition, however. I find it is quite necessary to study the size and shape of the particular room in which the show is to be presented and to notice the type of people the spot caters to and even the menu served. In other words, the show must fit into the general atmosphere of the room, the service and the menu.

Jack Pomeroy

Such spots as the Hotel Roosevelt Grill and the Park Central Hotel Roof in New York, the Ritz Carlton in Atlantic City, or Ben Marden's Riviera in Fort Lee, N. J., where we have had the pleasure of producing shows, cater to people of the upper strata, usually in evening attire.

In such places aristocratic looking girls are very essential to the floor show. It is also important that the girls are costumed in good taste, preferably in long and smart-looking clothes, carrying out lines in the draping and fitting to mold sensuously to the body. Classical music is appreciated more than jazz in such an atmosphere. The acts must be distinctive and well groomed. Sometimes it is clever to use an act of the risque type, but one must avoid an out-and-out suggestive act. There is a difference, you know.

In the typical night club, however, we find ourselves in an entirely different atmosphere. A fast show, what we term the "hotcha" type, is usually preferred. Such an atmosphere calls for dazzling girls, abbreviated costumes, fast music, sensational acts, etc. Usually, in such places, the lighting effects are poor and the producer often finds himself having to set up a system of lighting for the management.

Routining ensemble numbers for a floor show is entirely different than for a stage, of course. On a stage you work to the front all the time. On a floor much depends upon the hand and arm work and the formations, so that all girls may be seen from various angles, as the customers may be seated all around the floor and in far-off corners.

Conditions are a lot finer for cafe performers today than formerly. During the Prohibition era girls working in floor shows were often forced to mix with the patrons; in other words, act as hostesses between shows, which sometimes resulted in the girls becoming intoxicated. The girls would not work in precision and would often be criticized by some of the patrons.

Today we do not run into that sort of thing. The hotels will not tolerate girls mixing with guests, as it takes away from the distinction of the dining room.

"One more question," said my friend. "How do you turn out so many shows and handle so many places?"

Organization and good business, whether it be show business or any other type of enterprise, is essential.

Our organization consists of various departments, such as our casting and booking department, which is managed by Samuel G. Harris, assisted by Marty Rubin, with Eddie Howard in charge of the club department and Herb Rubin of the motion picture department. Our orchestration department, headed by Eddie Hahn, with Herbert Bourne assisting, handles the special music and arrangements. We have a costume department, with Julia McGahran and Marie Ludwig in charge. And then, of course, my partner, Josephine Earl, and myself create the ideas, write lyrics, design costumes, handle the finances and entire business, besides teaching the routines and supervising the entire show.

Jack Pomeroy is one of the successful members of the younger set in the night club producing business in New York. He toured vaude for quite a few seasons in its better days as a dancer and co-producer of the "Pomeroy-Brewster Revue." About eight years ago he retired from the stage to try out his production ideas in night clubs. He has met with encouraging success and during his staging career has put on shows for clubs and hotel dining rooms and grills of the key cities in the East and in important South American spots. He and Josephine Earl are partners in the enterprise known as Jack Pomeroy Productions, Inc.

With the increase in business each department takes on as many assistants as it may need to complete its particular work. We have a basic staff of 11 people, but there are times when we have as many as 20 people working on the show at once. We are all assembled under one roof, having our own rehearsal halls, studios, audition rooms, staff offices and costume departments together and each working in conjunction with one another.

Before we actually start on the casting or rehearals Miss Earl and I first construct our shows theoretically. We get together with our arranger and write the score of the show. We also time each number, figuring out the formations, etc. This avoids having to cut down the numbers after they are once routined.

Either I sketch a design for the costuming or we have our artist sketch the type of costume that will fit with the particular number. Our shoppers then bring samples of materials and colors. When they are purchased our costume department starts on the cutting.

Next, our call for girls. We often have as many as 100 girls answer the call. We take them thru a two-hour preliminary rehearsal and can judge in that short time whether or not each girl is adapted to the work. We then select our groups, for very often we cast and produce as many as four shows at a time.

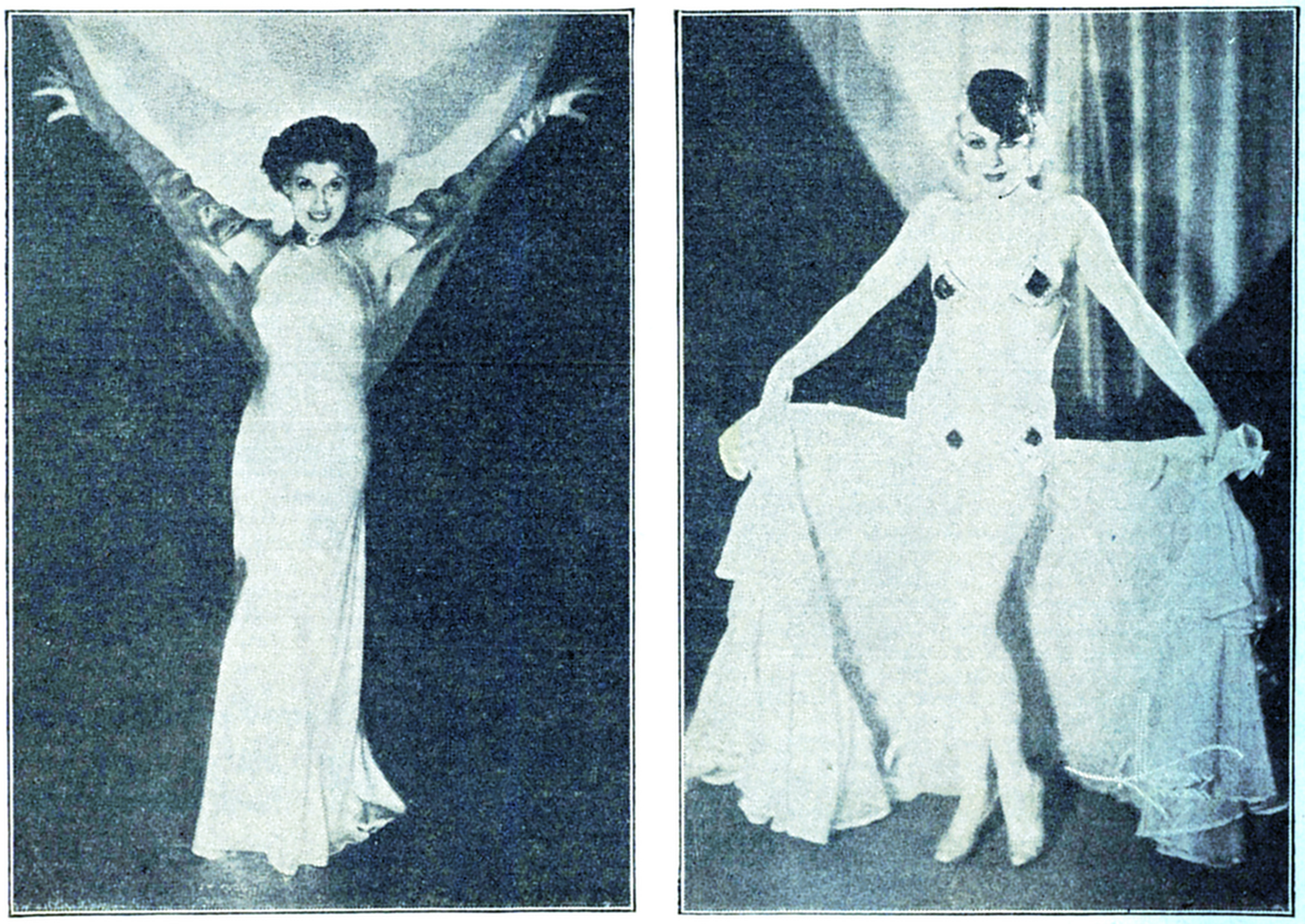
The casting department is instructed as to the acts to purchase for the various specialty places and the moneys allotted to them.

"What is the average salary for a chorus girl?" is a typical question.

It varies in the cafe business. We have tried to keep a standard price of $35, but with competition so keen many places have forced it down to $25, and I can only blame the girls for this. For instance, a certain hotel in the midtown section of New York where we had a show and our girls were getting $35 told me that they were not going to pay more than $25, as other producers were offering girls at that price. I told the manager the type of girls we were using could not be bought for that price and refused to consider the cut, which, incidentally, meant not a penny in my pocket. However, thru my trying to hold up chorus girls' salaries I lost the spot. The ungratifying part of it, however, was that seven of these girls, whom I had been paying $35 for a six-day week and an extra $35 for doubling at another hotel for one number nightly, making a total of $70 a week, left me to go into this hotel for another producer for $25 a week.

There are many problems in this business, not only in trying to keep the salaries up, but in some cases collecting salaries for performers.

This last is something that I have not run into since Prohibition and, to my good fortune, only ran into once during that time. In that instance I paid all salaries myself to uphold the standing of our office; but from then on, if I have been the least bit skeptical of a place not paying off, I have insisted on one week's salary in advance to be held until the last week, thus assuring payment for both the cast and myself.



ILLUSTRATING types of costumes discussed by Jack Pomeroy. On the left Esther Martin wears a sleek gown typical of the costuming of girl performers appearing in the swankier hotel dining rooms. On the right Edith Roark, noted Broadway beauty, models an abbreviated costume of the type extremely popular in the wardrobe of night club performers. *Photos by Murray Korman, New York.*

ORCHESTRAS—

(Continued from page 22)

ditions make it unwise for ballroom owners to book exorbitant-priced bands when the same taste ascendancy can be satisfied with accomplished, if less renowned, musicians.

Regardless of the divergent viewpoint on details, however, the principal issue finds all the authorities united in opinion. National musical taste has been improved thru the variety of reasons previously discussed. Whether the emphasis is on big names or not is open to conjecture, but the fact that public appreciation of better music has been produced is impossible of disagreement. The road has been paved—only the quality of its travelers is yet to be determined.

Bands and Orchestras

CONTINENTAL Orchestra Corporation, Utica, N. Y., has added Red Corino and band to its list and is again handling the bookings for Freddy Kay, currently on tour thru New York. Jan Campbell continues his series of college dates for COC, playing Dartmouth, Colgate and Williams on successive weekends. Val Jean, under the same banner, is en route from Florida to New England for a one-nighter series, beginning April 11. . . . Ken Moyer and band were the recipients of plenty of hospitality recently when they stopped off in Alva, Okla., Ken's home town, for a one-nighter. It marked the first visit home Moyer has made since leaving 16 years ago. The Moyer swing outfit will continue to play thru the Southwest for several more weeks and then head for Los Angeles. . . . R. M. Tyldesly and his Louisvillians continue to play club and private party dates in and around Louisville.

LON CHASSY opened at the Greenbrier Country Club, White Sulphur Springs, N. Y., April 8. Al Navarro started at the Belvedere Hotel, Baltimore, the same date. Both Meyer Davis units. . . . Basil Fomeen and his orchestra are at the William Penn, Pittsburgh. . . . Royal Arcadians Dance Orchestra, after a New England nightspot tour, is at the Allyn House, Hartford ballroom. Band has added Bernie Melham, trombone, making an even dozen men. Tom Sagese and Mike Malley are on the vocals. Joe Uricchio is president and George DuBrow secretary.

SEASONAL changes in the San Francisco orchestra setup are due to begin next week. Among the Eastern combos scheduled to hit Frisco territory this spring are George Olsen, Ben Bernie, Eddie Duchin, Freddy Martin, Jan Garber, Little Jack Little and Henry King. Eddie Fitzpatrick and his 11-piece band bow out of the Club Deauville April 9, Ran Wilde replacing. Paul Pendarvis is next to leave, pulling out of the Palace Hotel April 12. Will travel east via one-nighters. Bobby Meeker goes west to fill Pendarvis' shoes at the Palace. George Hamilton's Band and Veloz and Yolanda replace Griff Williams' aggregation at the Mark Hopkins Hotel April 23. Henry King follows Hamilton May 11. Williams one-nights eastward, arriving in Chicago in time to fill a lengthy engagement at the famous Aragon. Tom Coakley, who went into the St. Francis Hotel for a four-week engagement and remained 12, has had his contract there extended again and will continue until June.

WINGY MANNONE, playing at the Hickory House, New York, is now doubling, working afternoons at the Stork Club. Since Wingy went into the Hickory House on a return booking business has gone up. He also starts recording for RCA-Victor April 10. . . . Henry King and his orchestra left New York after doing a commercial Thursday on Mutual to open at the Mark Hopkins Hotel, San Francisco. . . . Jay Mills and his orchestra set for the summer season at the Piping Rock, Saratoga Springs, N. Y. . . . Jacques Lube and his orchestra are in their second year at the Princess Hotel, Bermuda. Lube, formerly a concert violinist and concert orchestra leader, filled in one evening when the regular dance outfit was delayed. Since then he has been held over steadily. . . . Meyer Davis flew to Florida last week to officiate musically at a society affair. . . . Nick Lucas and his orchestra opened April 6 at the Hollywood, New York. It's the first New York engagement for this recently organized and up and coming group.

SID FRANKLIN, who has gone into the Yacht Club, New York, is doing his own arranging. . . . Bob Mayhew, trumpeter, has joined the Charlie Dornberger Band. . . . Lloyd Huntley and orchestra have completed their second season at the Hotel Buffalo, Buffalo. Have been offered a third season but have not accepted yet. . . . Greye Orchestra Bureau, Hannibal, Mo., placed Joe Williams and band in the Mark Twain Hotel, Hannibal, March 22 for four weeks. Unit is using 12 men and Dianne Layne, vocalist, formerly on the WBBM-WIND *Evening Melodies* program. . . . Frankie Masters leaves the Roosevelt in New Orleans this week to begin a three-week Balaban & Katz theater tour. Opens May 1 at the Edgewater Beach Hotel, Chicago. . . . Word comes from Altoona, Pa., that a new 21-piece dance band is being organized there. . . . Al Bannen's Versatilians have moved from the Hotel Carter, Cleveland, to the Mayflower in Akron.

BOB FOSTER and band, featuring Evelyn Phipps and Flo Carlton; Faye Jordon and her all-girl band, Joe Robishaux, Marshall Van Pool and Bud Scott are some of the bands playing thru Louisiana this spring. . . . Dick Barrie opened April 4 at the Hotel Jefferson in St. Louis with a new combo. Unit is composed largely of members of George Kirk's band out of Salt Lake City. . . . Howard LeRoy, musical director of the Van Orman Hotel chain, and his orchestra concluded a 15-week engagement at the Hotel Shawnee, Springfield, O., April 4 and returned to the Coral Room of the Hotel McCurdy, Evansville, Ind., for a long stay.

THE Dick Messner band dedicated its April 3 Mutual Network broadcast to the City College of New York. Program was the fourth of that type, other schools being covered including NYU, Columbia and Manhattan. . . . "Skeet" Snyder closed a lengthy engagement last week at the Sheraton Hotel in High Point, N. C. . . . Arnie Leipold and band will continue indefinitely at the Paradise Showboat in Troy, N. Y. . . . Carl Diesenberg's aggregation,

(See Bands and Orchestras on page 26)

NIGHT CLUB—

(Continued from page 21)

tress of ceremonies. She is now in her third year here. She varies the program with songs rendered in a pleasing contralto, and keeps customers interested before and after shows by occasionally doubling in the role of a circus candy butcher.

Corvino and Yovita do a series of exotic dance numbers on this week's bill. Opening the show with a ballroom waltz characterized by unusual timing, they reappear several times with varied routines, including an impressionistic *Speakeasy Bolero,* a Spanish tango number done with modernistic accents, and a sinuous Cucaracha that closes the show.

The Dancing Sweethearts, Burt and Courtney, do a series of novelty tap numbers, the first being a chain dance, with their feet shackled together, achieving perfect rhythm and an effect of enormous speed. This effect, perhaps the highlight of the show, is intensified by other tap numbers, all keeping up the same swift pace, tho less sensational.

Ken Conroy, tenor, gives a moving interpretation of *Brother, Can You Spare a Dime?* and other songs, and Josephine Campbell, "Detroit's only singing checkroom girl," sings some specialties. Art Mooney and his band furnish music, with Al Mali of the band doing an accordion solo from the floor.

The Oasis—which deserves a salute as Detroit's first "legitimate" night spot, opening in May, 1932, has just been redecorated in a mixed circus and desert-palm style, enhanced by a merry-go-round revolving bar. The spot is under the management of the two M. B. Lloyds, father and son. All acts are booked by Val Campbell, of the Gus Sun Booking Office.

Reves.

Cocoanut Grove, Park Central Hotel, New York

George Libby's current show, *Pooh Pooh Paree,* is among his very best here. It has a liberal sprinkling of comedy, it is tastefully dressed and it presents acts not familiar around here.

Idea is a satire on the French Casino type of show, having the girls on "scarlet women of history" and as coy seminudes, while the boy trio sings ditties poking fun at the French. It's a good angle and does much to give the show continuity and to make it a little different from the usual stuff.

Eight girls in the line are young and spry and work hard in four snappy numbers. Jean McCully, a shapely and lissome blonde, works in group numbers and also solos with swell tap dancing. Her imitations of well-known hoofers and her grace at rhythm tapping are something worth seeing.

Outstanding act is the Don Raye, Hughie Prince and Les Clark combo, just completing an eight-week run here. Three youths, full of exuberant, fast, hotcha singing and dancing. Their forte is spicy ditties, sung with Prince at the piano. Did *Annie's Cousin Fanny, Harry the Hophead* and *Gonna Clap My Hands* in dynamic style, brightening up the tunes with snaps of hoofing and comedy bits.

Also standing out are Jinette Vallon and Dolores and Pedro. Miss Vallon is a petite comely brunet who does a bit of Frenchy singing and then goes into an unusual leg control routine. A polished performer, she made quite an impression. Dolores and Pedro, on the other hand, are quite the most sensational apache team this reporter has ever seen. Pedro is a tough looking guy who flings his tiny blond partner around with amazing abandon. His best is the shoulder routine.

Bill Wynans, a handsome young baritone, sang a couple of pop numbers in fine voice, but seems to lack something in delivery. Need of showmanship is obvious. And the same is true with Fairies and Gloodell, ballroom team, whose work is technically okeh but didn't seem able to sell itself. The girl is a gorgeous statuesque blonde and the boy also has fine appearance, but they lack that extra something to make them stand out.

The Messner orchestra features the four Messner brothers, who step out for vocal and instrumental numbers, with John Messner as soloist. Band, in its ninth week here, is a thoroly pleasing combo, dishing out danceable tunes and relieving the monotony with their own unusual vocal arrangements. Kea Rea, lovely blonde, is the new vocalist. Pleasant voice and delivery.

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Denis.

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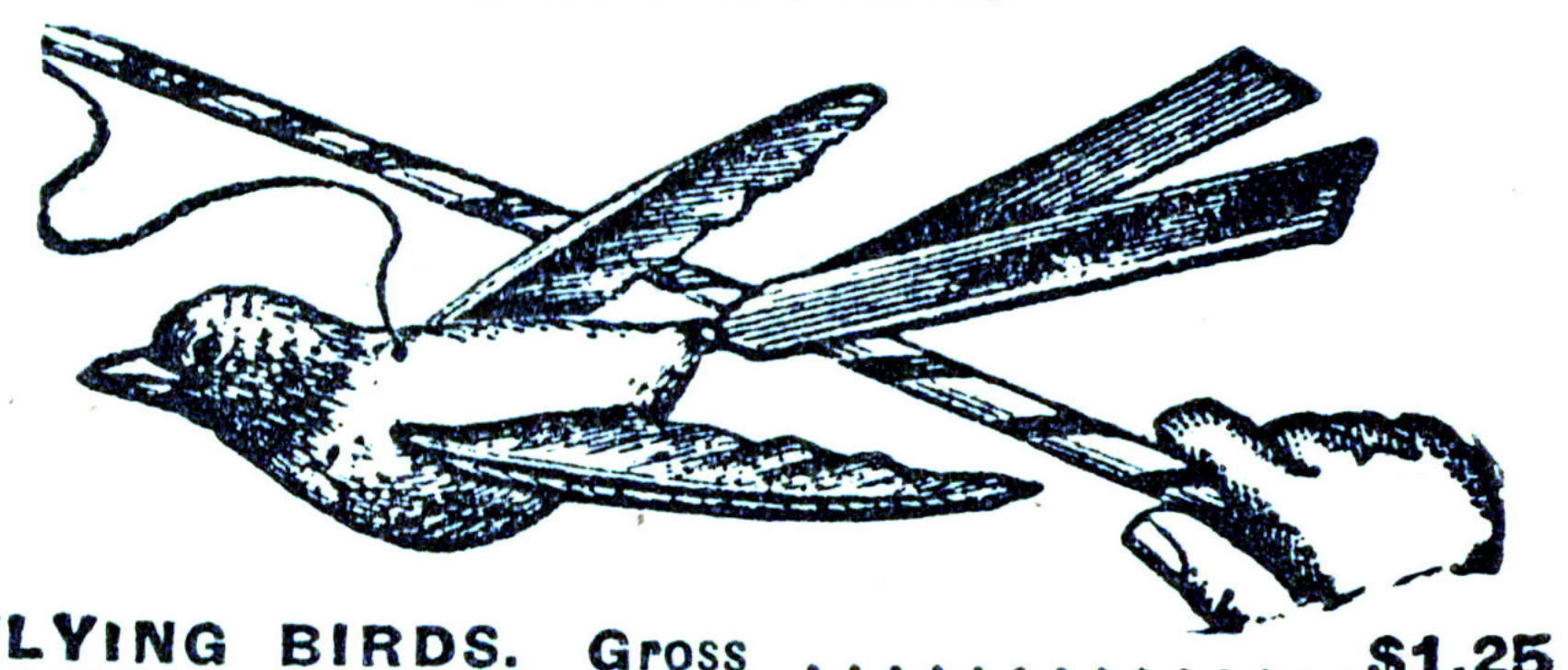

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Music News

(Communications to New York Office)

An earnest spring campaign in the interest of the catalog of E. B. Marks has been started by that firm. The latest numbers include *Spending Your Vacation in Maine,* by J. Nieburg and Jerry Levinson; *There's No Substitute for You,* credited to Al Stillman, Lee Gordon and Nelson Ingram, and *Love Went Up in Smoke,* a Cuban fox-trot by Ernesto Lecuona, with English lyrics by Messrs. Nieburg and Levinson. These songs are to receive preferential attention by the entire competent staff.

That hearty perennial, *Every Day Is Mother's Day,* a Clarence Williams product, is again to the fore as a best seller. Just a year old it seems to be as much in demand as on the date of its initial appearance. *Echoes of Spring,* another unusual composition, is finding new converts with request for copies coming from over the seas. As to *Sugar Blues,* which is enjoying its third great success since it was originally thrown upon the market in 1914, is being played and hummed all over the country. The strange part of the ditty's hit proportions is that it actually plugs itself, something to boast about in these days of fluctuating fashions in Tin Pan Alley.

Eugene West, now in the music publishing business, is enthusiastic over what he considers a great discovery. He proudly refers to Russell Dunn, who has been attracting considerable attention because of his novel arrangement of *The Major Rings the Gong,* which West is sponsoring. Dunn was only recently an obscure member of a local band, dabbling occasionally in fitting songs with the proper musical trimmings. Since the success of his work in the West composition other firms have been angling for his services.

Sammy Fain has gone to the Pacific Coast to resume composing for the films. He was accompanied by Lew Brown, who will furnish the text to several songs besides participating as associate producer. The twain have been assigned to evolve a celluloid musical for RKO.

Arthur Piantadosi, familiar with Coast conditions as far as the music publishing industry is concerned, is representing the Feist company out California way.

One of the outstanding firms catering exclusively to popular music is going to try out a new idea in spurring the efforts of the concern's contact men to gain plugs. As an incentive there is to be a substantial bonus at the end of the year for the individual securing the best score of the week and month with certain exclusive territories allotted to the various members of the staff. By selecting certain sections to work on the professional manager responsible for the idea feels that this will obviate any chance of the contactor treading on his colleagues toes or landing a prospect at the last moment after he has been solicited and on whom one of the "boys" might have been laboring for an arduous spell.

E. H. Morris, general manager of the Music Publisher's Holding Company, is back at his desk following a sojourn in Florida. He is sporting one of the finest tans seen on Broadway this spring and says that he never felt better. He went away for a rest and got it.

Jerry Vogel Music Company has released a new swing tune entitled *Take Your Time,* by Oscar Levine and Joe Young. Fred Waring introduced the catchy composition on Friday of last week over an NBC network.

Al Beilin, manager of the T. B. Harms Chicago office, has resigned to take charge of the Chappell, Inc., Chicago office, effective April 16. His new duties will incldue supervision over matters as far West as the Pacific Coast.

That irrespressible duo of songsmiths, Harry Warren and Al Dubin, who have been somewhat inactive lately, have been contracted to write and compose five numbers for the new Marion Davies flicker, *Cain and Mable,* to be produced by the Warners.

BANDS AND ORCHESTRAS

(Continued from page 25)

out of Cleveland, has been contracted to furnish the Saturday night music for the Trianon Ballroom, Toledo, for the duration of the season. . . . Jerry Monroe has opened in the dining room of the Hotel Boulevard, Union City, N. J., after a 10-week stay at the Varsity Casino in New York. . . . Herbie Willis and his five-piece swing band are on location at Kibby Klub in Jackson, Mich. . . . After a loss of two weeks due to flood waters, Ace Brigode and His Virginians open this week on the Island Queen, Cincinnati excursion boat, for the balance of the contract which terminates May 2. On May 15 Brigode begins an indefinite engagement at the Lake Worth Casino, Ft. Worth, Tex.

Reopening Saratoga Springs

NEW YORK, April 4. — Al DelMonico is closing his local night spot May 15, current show staying on until closing time. He will then open his summer spot, the Piping Rock Club, Saratoga, N. Y., which uses "names" during the racing season.

Sheet-Music Leaders

(Week Ending April 4)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Putting All My Eggs in One Basket
2. Lost
3. Goody, Goody!
4. Beautiful Lady in Blue
5. Lights Out
6. It's Been So Long
7. Let Yourself Go
8. No Greater Love
9. What's the Name of That Song?
10. Wah-Hoo
11. Face the Music and Dance
12. West Wind
13. Alone
14. Every Minute of the Hour
15. Melody From the Sky

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Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

Adler & Taubman (Ambassador) NYC, h.
Adler, Jerry (Paramount) NYC 6-9, t.
Adreon, Emilee (French Casino) NYC, nc.
Ahi (Leon & Eddie's) NYC, nc.
Allen, Bobbie (Jungle Inn) Youngstown, O., nc.
Allen, Jean (Swanee Club) NYC, nc.
Allman, Alfreda (Kit Kat Club) NYC, nc.
Almonte, Marie (Club Deauville) NYC, nc.
Aloma, Princess (Wivel's) NYC, re.
Alvi, Celesti (Oriental) Chi, t.
Ames & Arno (Marbro) Chi, t.
Amstel, Felix (Russian Troyka) New York, nc.
Andre, Janice: (Jimmy Kelly's) N. Y. C., nc.
Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
Anger, Harry, Girls (Hipp.) Toronto 6-9, t.
Anise & Aland (Connie's Inn) NYC, nc.
Arden, Dorothy (Grosvenor House) London 1-30, nc.
Arena & Martinez (Anna Held's) NYC, re.
Armstrong, Maxie (Connie's Inn) NYC, nc.
Arnaut Bros. (Globe) Stockton, Eng., 13-18, t.
Arnaut, Nellie, & Bros. (Lyric) Indianapolis, t.
Avery, Gertrude, Diamond Revue; Randolph Avery Band (Arcade) Salisbury, Md.; (State) Winston-Salem, N. C., 12-14; (National) Greensboro 15-18, t.

B

Bacon, Faith (Colosimo's) Chi, nc.
Baduc, Ray (New Yorker) NYC, h.
Bailey, Bill (Ubangi) NYC, nc.
Bain, Betsy (Guest House) Easton, Pa., re.
Baker, Don (Paramount) NYC, t.
Baker, Josephine (Chez Josephine Baker) NYC, nc.
Baldwin, Frances (Deauville) New York, nc.
Balieff, Nikita (St. Moritz) NYC, h.
Banks, Sadie (Old Rumanian) NYC, cb.
Banks Sisters (Rembert) Longview, Wash., 8-9, t.
Baptie & Lamb (College Inn) Chicago, nc.
Barber, Hal (Parody Club) Chi, nc.
Barocas & DeFridas (Tap House) Elmira, N. Y., nc.
Baron & Blair (Waldorf-Astoria) NYC, h.
Baroness Von Brennecke (Club Normandie) NYC, nc.
Barren & Lane (Hollywood) N. Y. C., re.
Barrett, Sheila (Radio City Rainbow Room) NYC, nc.
Barrett & Smith (Commodore Club) Detroit, nc.
Barri, Bebe, Girls (Boston) Boston 6-9, t.
Barrie, Katheleen (Weylin) New York, h.
Barrina, Olga (Buckingham) NYC, h.
Barry & Whitledge (Hipp.) Toronto 6-9, t.
Bartlett, Wayne (Gleam) San Antonio, Tex., nc.
Beale St. Boys (Broadway Room) NYC, nc.
Beaujean, Pierre (Buckingham) NYC, h.
Beauvel & Tova (Waldorf-Astoria) NYC, h.
Bee, Connie (Broadway Room) New York, nc.
Behim, Arthur (Gay Nineties) NYC, nc.
Bell, Jerry (Colosimo's) Chi, nc.
Bellamy, Lita (Tap House) Elmira, N. Y., nc.
Bellmore, Doris (Plaza) Pittsburgh, c.
Bell's Hawaiian Follies (Ritz) Tifton, Ga., 9; (Ritz) Valdosta 10; (DeSota) Lake City, Fla., 11; (Dixie) Swainsboro, Ga., 12-13; (Carolina) Winnsboro, S. C., 14; (Strand) Salisbury, N. C., 15, t.
Bennett, Ethel (Old Rumanian) NYC, cb.
Beno, Ben: Murfreesboro, Tenn., 6-11.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Bergen, Edgar (State-Lake) Chi, t.
Berle, Milton (Paradise) NYC, re.
Bernard, Bobby (Biltmore) NYC, h.
Bernard & Henrie (Colony Club) Chi, nc.
Bernard, Mike (Gay Nineties) NYC, nc.
Bernie, Ben, & Orch. (Fox) Washington, D. C., 6-9, t.
Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
Bernie, Harry (Club Richman) NYC, nc.
Berry, Robert (Buckingham) NYC, h.
Bessinger, Frank (New Yorker) New York, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Beauvel & Tova (Waldorf-Astoria) NYC, h.
Blanche & Elliott (Top Hat) Union City, N. J., nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Terry (Normandie) New York, nc.
Blane, Rose (Hollywood) New York, re.
Blue, Jack (Blakeland Inn) Denver, nc.
Bo Brummels (Barrel of Fun) NYC, nc.
Boreo, Emil (London Casino) London, nc.
Boring & Lazur (Wivel's) NYC, re.
Boston Sisters, Three (All-Star Club) NYC, nc.
Bowes, Major, Amateurs (Paramount) Springfield, Mass., 6-9, t.
Bowes, Major, Amateurs (Paramount) Nashville, Tenn., 6-9, t.
Bowes, Major, Amateurs (Roxy) NYC 6-9, t.
Bowes, Major, Amateurs (Ritz) Greenville, Ala., 8; (Ritz) Sylacauga 9, t.
Bowlly, Al (Rainbow Room) NYC, nc.
Boyer, Martha (Lyric) Indianapolis, t.
Boyle, Johnny, Jack & June (State-Lake) Chi, t.
Bradley, Anne (Club Avalon) Cleveland, nc.
Brady, Bill (Versailles) NYC, re.
Bredwins, Three (French Casino) NYC, nc.
Brent, Jerry (Bar Intime) New York, nc.
Brent, Romney (Wyndham's) London 1-30, t.
Briefer, Gertrude (Hollywood) N. Y. C., re.
Bring, Lou (Cafe Venezia) NYC, nc.
Brooks, Margaret (Hipp.) NYC, t.
Brown & Ames (Loew) Montreal 6-9, t.
Brown, Arthur: (Hector's Club New York) New York, nc.
Brown & Brown (Anna Held's) NYC, nc.
Brown, Evans (Red Gables) Indianapolis, nc.
Brown, Isabel (Club Richman) NYC, nc.
Brown, Troy (Kit Kat Club) NYC, nc.
Browne & LaVelle (Rex) Seattle, Wash., t.
Browne, Louise (Gaiety) London 1-30, t.
Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
Brugge, Charlie (Roxy) Colfax, Wash., 10-11, t.
Brydon, Louise (Hickory House) N. Y. C., nc.
Burn, Billie, & Dennis White (Hollywood) NYC, re.
Burns, Dave (Wyndham's) London 1-30, t.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
Burkes Sisters, Three (Earle) Phila 6-9, t.
Bussey & Harper (Grand) St. Louis, t.
Butterworth, Anne (Lindy's) Boston, re.
Byard, George E. (Old Country Club) Phoenix, Ariz., cc.

C

Calvo, Pilar (El Chico) New York, nc.
Campbell, Josephine (Oasis) Detroit, nc.
Caperton & Columbus (St. Moritz) N. Y. C., h.
Capps, Dolly (Ottumwa) Ottumwa, Ia., 8-9, t.
Capps Bros. (Ottumwa) Ottumwa, Ia., 8-9, t.
Cardona, Kay (Dizzy Club) NYC, nc.
Carenina, Lena (Club Gaucho) New York, nc.
Carleton & Juliette (Benj. Franklin) Phila, h.
Carlisle, Meta (Loew) Montreal 6-9, t.
Carlisle, Una (Dizzy Club) NYC, nc.
Carlton, Jack (French Casino) NYC, nc.
Carol, Helene (Club Minuet) Chi, nc.
Carol, Nita (Shelton) NYC, h.
Carlos & Marchon (Jack Dempsey's) NYC, re.
Carr, Billy (Paddock Club) Chi, nc.
Carr Bros. & Betty (Uptown) Chi, t.
Carroll, Della (Harry's N. Y. Bar) Chi, nc.
Carrol, June (Penthouse) Baltimore, nc.
Carroll, Nita (Snelton Hotel) NYC, h.
Carroll, Florence (Gresham) Boston, h.
Carroll & Shalita (Morrison) Chi, h.
Carson, Jack (Tower) Kansas City, t.
Casey, Dorothy (Rembert) Longview, Wash., 8-9, t.
Castain & Crane (Larue's) NYC, re.
Castillo, Carmen (Chicago) Chi, t.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Caston, Bobbie (Connie's Inn) NYC, nc.
Catalina, Rose (606 Club) Chi, nc.
Cavalcade of Laffs (Roxy) Colfax, Wash., 10-11, t.
Celinda, Aurelia (Sans Souci) Havana, Cuba, nc.
Chappell & Drumb: Blackwell, Okla., 6-11, a.
Charles & Barbara (Biltmore) St. Louis, cc.
Charles, Ernest (Normandie) New York, nc.
Chatterbox Revue (Ottumwa) Ottumwa, Ia., 8-9, t.
Cherie & Joe (French Casino) NYC, nc.
Chita (Anna Held's) NYC, re.
Chmara, Gregory (St. Moritz) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Christine, Bobette (Chateau Moderne) NYC, nc.
Chuck & Chuckles (Connie's Inn) NYC, nc.
Clara Donna (Kit Kat Club) New York, nc.
Clare, Phyllis (St. Regis) NYC, h.
Clarence & DeLores (Rex) Seattle, Wash., t.
Claudet, Marguerite (McCurdy) Evansville, Ind., h.
Codolban, Cornelius (St. Regis) New York, h.
Comedy Stars of Hollywood (Rex) Seattle, Wash., t.
Comeford, Marie (New Yorker) New York, h.
Condos Bros. (Marbro) Chi, t.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conti, Jean (Meurice) NYC, re.
Continental Cavalcade (Lyric) Indianapolis, t.
Continental Varieties (Club Clicquot) NYC, nc.
Consuela & Tomas (Chicago) Chi, t.
Conville, Frank (Riverside) Milwaukee, t.
Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, nc.
Corday & LaMonte (Jungle Inn) Youngstown, O., nc.
Cordona, Kay (Dizzy Club) NYC, nc.
Cornell, Wes (429 Club) Chi, nc.
Cornwell, Frank, Trio (Biltmore) NYC, h.
Cortez, Al & Toni (Hickory House) NYC, nc.
Covert & Reed (Hollenden) Cleveland, h.
Covey, Edna (Grosvenor House) London 1-30, nc.
Crone, Roberta (Jungle Inn) Youngstown, O., nc.
Cropley & Violet (Grand) St. Louis, t.
Cropper, Roy (Wellington) NYC, h.
Cross & Dunn (Versailles) NYC, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.
Cugat, Xavier, & Orch. (Chicago) Chi, t.

D

Dae, Donna (Roosevelt) New Orleans, h.
Dailey, Cass (Hollywood) New York, nc.
Dale, Maryon (Chateau Moderne) NYC, nc.
Dale, Sunny (Riverside) Milwaukee, t.
Dalton, Jack (Athletic Club) Milwaukee, c.
Dancing Debutantes (Nut Club) NYC, nc.
Daniels, Bebe, & Ben Lyon (Boston) Boston 6-9, t.
Danwill Troupe (American Music Hall) NYC, mh.
Dare, Phyllis (Oriental) Chi, t.
Dau, Rilla (Club Gaucho) New York, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Daw, Dorothy (Broadway Room) N. Y. C., nc.
DeCamp, Ronnie (Old Rumanian) NYC, cb.
DeCarr, Al, & Spotty (Ottumwa) Ottumwa, Ia., 8-9, t.
De Costa, George (Gay 90s) Chi, nc.
DeMarco & Osborne (Club Richman) NYC, nc.
DeVega & Ynez (Le Mirage) NYC, re.
De Wald Twins (Village Barn) New York, nc.
DeWitt, Millicent (606 Club) Chi, nc.
Denizon, Helen (Lyric) Indianapolis, t.
Diamond, Ted & Mitzi (Brown Derby) Boston,
Di Michael, John (Casino Venezia) N.Y.C., nc.
nc.
Dickson, Dorothy (Saville) London 1-30, t.
Dimitri & Helen (Club Gaucho) New York, nc.
Dolores & Pedro (Park Central) NYC, h.
Don & Dorice (Brown Derby) Boston, nc.
Donaldson, Joe (Cecil) Mason City, Ia., 8-9. t.
Doner, Kitty (Lido) Montreal, nc.
Don's Dance Parade (Plymouth) Worcester, Mass., 6-9, t.
Doris & Wally (Bradford) Boston, h.
Dosh, Freddie (Palmer House) Chi, h.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Dova, Ben (Grosvenor House) London 1-30, t.
Dove, Evelyn (Connie's Inn) NYC, nc.
Doyle Sisters, Three (Ottumwa) Ottumwa, Ia., 8-9, t.
Drake, Connie (Deauville) New York, nc.
Draper, Paul (Chez Paree) Chi, nc.
Drena & Her Dancers (London Casino) London, nc.
Drew, Cholly (Number One Bar) NYC, nc.
Drew, Doryce & Freddy (Penthouse Supper Club) Baltimore, cb.
Drew, Hotcha (Connie's Inn) NYC, nc.
Drum, Dotty (Hector's Club New Yorker) New York, nc.
Du Vell, Ginger (Club Bernard) Chi, nc.
Duffin & Ruth (St. Francis) San Francisco, h.
Duke, Paul (Chicago) Chi, t.
Dunn Bros. (Shubert) Cincinnati 6-9, t.
Dunn, Johnnie (Cecil) Mason City, Ia., 8-9, t.
Duval, Ade (Empire) Edinburgh, Scotland, 13-18; (Empire) Liverpool, Eng., 20-25, t.
Duval, Sheila (New Town Bar) New York, nc.

E

Earl, Jack & Betty (Boston) Boston 6-9, t.
Easter & Hazleton (Penthouse) Baltimore, nc.
Eberle, Eleanor (Lido) Montreal, nc.
Efanti, Hilda (Anna Held's) NYC, nc.
Eldridge, Patsy (Tap House) Elmira, N. Y., nc.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Emmy's, Carl, Dogs (Hipp.) Toronto 6-9, t.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enos, Rue, Trio (Shrine Circus) Des Moines, Ia., 13-18.
Enos Troupe (Colonial) Dayton, O., t.
Enrico, Don (Colosimo's) Chi, nc.
Erma, Gypsy (New Town Bar) New York, nc.
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Esquires, The Three (Lincoln) NYC, h.
Estelle & Leroy (French Casino) N. Y. C., nc.
Etheridge, Eleanor (Shubert) Cincinnati 6-9. t.
Evans, Rex (Beachcomber Bar) NYC. nc.
Evans & Rudie (Roxy) Colfax, Wash., 10-11, t.
Everett & Conway (Shrine Circus) St. Joseph, Mo., 11-17.
Everett, Ruth (Town Casino) NYC, nc.

F

Faber, Earl (Rembert) Longview, Wash., 8-9, t.
Farrell, Frances (Town Casino) NYC, nc.
Farell, Marita (French Casino) New York, nc.
Farnum, Frank (Greenwich Village Inn) New York, nc.
Farrell, Bill: (Place Elegante) New York, nc.
Faso, Eddie (Rembert) Longview, Wash., 8-9, t.
Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.
Feindt, Cilly (French Casino) New York, nc.
Felicia & DelRey (Club Avalon) Cleveland, nc.
Fermin & Mary Lou (El Toreador) N.Y.C., nc.
Fields, Benny (Hollywood) NYC, re.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Fiorella, Mario (Hollywood) NYC, nc.
Fiske, Dwight (Savoy-Plaza) NYC, h.
Five Nit Wits (Tin Pan Alley) New York, nc.
Fletcher, Tom (Village Barn) New York, nc.
Flore, Dany (French Casino) NYC, nc.
Fogarty, Alec (Weylin) NYC, h.
Folies Comiques (Pal.) Cleveland 6-9, t.
Fordham, Louise (Number One Bar) NYC, nc.
Fox, Dorothy (St. Moritz) New York, h.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Frank, Art (Lyric) Indianapolis, t.
Franks, Four (A. B. C.) Paris 10-30, t.
Frank, Polly (Prince Edward Casino) London 2-30, re.
Frazer, Jack (Bernice) Miami, Fla., h.
Frazier Bros. (Ottumwa) Ottumwa, Ia., 8-9, t.
Freddy & His Dogs (French Casino) New York, nc.
Freed, Carl, & Orch. (Michigan) Detroit 6-9, t.
Frome, Milton (Shoreham) Washington, D. C., h.
Forsythe, Seamon & Farrell (Gaumont Pal.) London 6-18, t.
Fry, Bob & Virginia (Man About Town) New York, nc.
Furman & Lorraine (Gay Nineties) NYC, nc.

G

Gaby, Frank, Co. (Earle) Washington, D. C., 6-9, t.
Gali-Gali (Radio City Rainbow Grill) NYC, nc.
Galvin, Don (Pavilion) Glasgow, Scotland, 6-11, t.
Gamble, Dick (Bradford) Boston, h.
Ganjou Bros. & Juanita (Apollo) Dusseldorf, Germany, 1-15, t.
Garcia, Louis (Congress) NYC, b.
Gardner, Grant (Colonial) Dayton, O., t.
Gardner, Joan: (College Inn) Philadelphia, nc.
Gardner & Reed (Dizzy Club) New York, nc.
Garr, Eddie (Century) Baltimore 6-9, t.
Gaston & Edouard (Monte Carlo) NYC, c.
Gay, Sally (Park Plaza) St. Louis, h.
Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gaylene Sisters (Palladium) London 1-30, t.
Georges & Jalna (Chicago) Chi, t.
Geraldine & Joe (Earle) Washington, D. C., 6-9, t.
Ghezzi Bros. (Holborn Empire) London 20-25, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gibson, Billy (Granada Inn) Atlanta, nc.
Gibson, Virginia (Shubert) Cincinnati 6-9, t.
Gilbert, Bob & Florette (Delmonico's) NYC, re.
Gilbert, Ethel (Gay Nineties) NYC, nc.
Gilbert, Gloria (Prince Edward Casino) London 2-30, re.
Gilford, Jack (Paradise) NYC, re.
Gilmore, Patricia (Leon & Eddie's) NYC, nc.
Girl Friends, Three (Lido) Montreal, nc.
Givot, George (Uptown) Chi, t.
Gleason, Art, Town Scandals (Iowa) Ft. Madison, Ia., 8; (LeClair) Moline, Ill., 10-11; (Regent) Keokuk, Ia., 12; (Strand) Creston 14, t.
Glory, Camille (Broadway Room) NYC, nc.
Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
Glynn, Donald (Park Cafe) Burlington, Vt., c.
Goff, Jerry, & Jack Kerr (Commodore) NYC, h.
Going Hollywood (Shubert) Cincinnati 6-9, t.
Gonan, Inez (Silver Cloud) Chi, nc.
Gonzales, August, & Don Rangel (McAlpin) NYC, h.
Gordon, Fid (Colonial) Dayton, O., t.
Gray Family (Oriental) Chi, t.
Gray, Frank (Club 429) Chi, nc.
Gray, Helen (Versailles) NYC, re.
Gray, Margaret, & Oliver Gardner (Radio City Rainbow Grill) NYC, nc.
Gray, Maxine (Pennsylvania) New York, h.
Gregory, Kay (Morrison) Chi, h.
Green, Johnny, & Orch. (Paramount) NYC 6-9, t.
Green, Terry (Park Central) NYC, h.
Greenwood, Dawn, & Dorothy Jeffers (Paradise) NYC, re.
Gwynne, Jack, Co. (Marbro) Chi, t.
Gyldenkron, Baron Ebbe (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hacker, Monty (LeClair) Moline, Ill., 10-11; (Regent) Keokuk, Ia., 12; (Strand) Creston 14; (Orph.) Dubuque 17-19, t.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
Hall, Bob (Morrison) Chi, h.
Hamilton, Ruth (Rembert) Longview, Wash., 8-9, t.
Hammond's Pets (Riverside) Milwaukee, t.
Hardy, Moore (Gabriel's) NYC, nc.
Harrington, Pat (All Stars Club) NYC, nc.
Harris, Danny (Roxy) Colfax, Wash., 10-11, t.
Harris, Irve (Place Elegante) NYC, nc.
Harris Twins & Loretta (Scale) Berlin 1-30, t.
Harrison, Happy, Circus (Grand) St. Louis, t.
Hart, June (Colonial Village) Peoria, Ill., nc.
Hartmans, The (St. Regis) New York, h.
Haward, Anna & Chas. (Ottumwa) Ottumwa, Ia., 8-9, t.
Hayes & Ginger (Club Plantation) New Orleans, nc.
Hazard & Hart (Pal.) Blackpool, Eng., 13-18, t.
Hazard, Hap, & Mary (Pavilion) Glasgow, Scotland, 6-11; (Pal.) Blackpool, Eng., 13-18, t.
Healy, Chuck (Torch Club) Canton, O., nc.
Healy, Dan (Broadway Room) New York, nc.
Herman, Irving (Man About Town Club) NYC, nc.
Hildegarde (Gaiety) London 1-30, t.
Hill, Pat (Kit Kat Club) New York, nc.
Hilliard, Harriet (Lexington) NYC, h.
Hirsch, Jack (Old Rumanian) NYC, cb.
Holland & Hart (Radio City Rainbow Room) NYC, nc.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Ambassadors (Cecil) Mason City, Ia., 8-9, t.
Hollywood Boulevardiers (Rex) Seattle, Wash., t.
Hollywood Holiday (Cecil) Mason City, Ia., 8-9, t.
Honan, Helen (Earle) Phila 6-9, t.
Hollywood Horse (Wivel's) NYC, re.
Horn, Freddie (Brass Rail) Ogdensburg, N. Y., re.
Hot Feet, Four (Kit Kat) New York, nc.
Howard, Harry (Shubert) Cincinnati 6-9, t.
Howard, Kathleen (Deauville) New York, nc.
Howard, Paula (Barrel of Fun) NYC, nc.
Howard, Vivian (Number One Bar) NYC, nc.
Howe, Dorothy (Bossert Grill) NYC.
Howell, David (Archmont Club) NYC, nc.
Howell, Jack (Roosevelt) New Orleans, h.
Huber, Elsie (All Stars Club) NYC, nc.
Hull Brothers (Shim Sham) New Orleans, nc.
Humphreys, Paul (All Stars Club) NYC, nc.
Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
Hurok, Jemma (Sherry-Netherland) NYC, h.
Hutton, Ina Ray, Unit (Earle) Phila 6-9, t.

J

Jack & Jill (Radio City Rainbow Grill) NYC, nc.
Jackson, Lawrence (President) New York, h.
Jackson, Joe (Holborn Empire) London 13-18, t.
Jameson, Dixie (Club Silhouette) Chi, nc.
Janis, Jack (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
Jarrett, Lucille (Madeleine's) New York, nc.
Jerry & Jean (Rex) Seattle, Wash., t.
Johnson, Al (Casino Venezia) NYC, nc.
Johnson, Jay (Silver Tavern) Chi, nc.
Johnson, May (Kit Kat Club) NYC, nc.
Jones, Dick & Dotty (Delmonico's) NYC, re.

Johnny & George (Commodore) NYC, h.
Johnson & Dean (Connie's Inn) NYC, nc.
Jordan & Grace (Tower) Kansas City, t.
Jordan, Sylvia (Old Rumanian) NYC, cb.
Joyce, Jack (Grand) St. Louis, t.
Julienne (St. Moritz) NYC, h.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kalmus, Bee (Commodore) NYC, h.
Kaloah (Connie's Inn) NYC, nc.
Kanes, Three (State-Lake) Chi, t.
Kantor, Lee (Nut Club) New Orleans, nc.
Karre, LeBaron, Co. (Gaumont & Rex) Paris 4-17, t.
Kauff, Benn (Place Elegante) New York, nc.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Royale-Frolics) Chi, nc.
Kaye, Sibil (Village Nut Club) NYC, nc.
Kayne, Don (Capri) Lawrence, Mass., re.
Kedrova, Lili (St. Moritz) NYC, nc.
Kehr, Hollyn & Charles (Radio City Rainbow Grill) NYC, nc.
Kelly, Nancy (Hi-Hat Club) Chi, nc.
Kelly, Nell (Royale Frolics) Chicago, nc.
Kenanedy, Billie (Howdy Club) New York, nc.
Kennedy, May (Butler's Tap Room) NYC, nc.
Kenneth, Jane (Parody Club) Chi, nc.
Kenny, Lillian (Hotel Montclair) NYC, h.
Kent, Billy (Torch Club) Canton, O., nc.
Khmara, Gregory (St. Moritz) New York, h.
Kimris (Hipp.) NYC, t.
King, Bert (Shelton) NYC, h.
King, Blanche (Brill's) Newark, N. Y., nc.
King, Lew (Gay '90s) Chi, nc.
King's Jesters (Morrison) Chi, h.
Kirkwhite, Iris (Casino de Paris) Paris 1-30, t.
Kitchen Pirates (Earle) Washington, D. C., 6-9, t.
Komisarjevska, Elena (St. Moritz) NYC, h.
Kramer, Dick: (Lebus) New York, re.
Kramer, Ida (Swanee) NYC, nc.

L

LaFleur, Arthur (Hipp.) NYC, t.
La Palomas (Deauville) New York, nc.
LaRue, Bobby & Kenn (Derby Club) Hot Springs, Ark., nc.
LaVerne, Jean (Jungle Inn) Youngstown, O., nc.
Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
LaMae, Trixie (Butler's Tap Room) NYC, nc.
LaVola, Don: Kansas City, Mo.; St. Joseph 13-18, t.
LaZellas, Aerial (Shrine Circus) Des Moines, Ia., 11-18.
Lalage (Prince Edward Casino) London 2-30, re.
Lambert, Edide, Co. (Plymouth) Worcester, Mass., 6-9, t.
Lambert, Helen (Man About Town) NYC, nc.
Lambert, Waverlyn (Anna Held's) NYC, nc.
Lamberton, Charlotte (Hollywood) NYC, nc.
Lamerton, Marguerita (Hollywood) NYC, re.
Lamont, Lester (Club Richman) NYC, nc.
Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
Lane, Lillian (Dizzy Club) New York, nc.
Lane, Ted (Hickory House) New York, nc.
Lang & Lee (Von Thenen's) Chi, nc.
Large & Morgner (Fay) Providence 6-9; (Hipp.) Baltimore 10-16, t.
Larmita & Mullet (Oasis) Detroit, nc.
Larson, Al (Top Hat) Union City, N. J., c.
Lasky's, Andre, Revue (Oriental) Chi, t.
Lassiter, Frank & Warren (Paramount Astoria) London 13-27, t.
Lawler, Alice (Caliente Club) NYC, nc.
Lawrence, Dorothy (Club Deauville) N.Y.C.,nc.
Lawrence, Lucille (Swanee) NYC, nc.
Lawton, Reed (Le Mirage) NYC, re.
Lazaro, Leo (Place Elegante) NYC, nc.
Lee, Bob (Wivel's) NYC, re.
Lee, Don & Louise (Loew) Montreal 6-9, t.
Lee, Harry (Blakeland Inn) Denver, nc.
Lee, Jeannette (Bowery) St. Louis, nc.
Lee, Joe & Betty (Biltmore) NYC, h.
Lee, Linda (Hotel Biltmore) NYC, h.
Lee, Syble (Cecil) Mason City, Ia., 8-9, t.
Legon, Jeni (Adelphi) London 1-30, t.
Leed, William (Dizzy Club) New York, nc.
Leonard, Edna (606 Club) Chi, nc.
Lenora Dandies (Pennsylvania) Phila, h.
Lenti, Steve (Place Elegante) New York, nc.
LeRoy Sisters (Paddock Club) Cleveland, nc.
Leroy & Pals (Roxy) Colfax, Wash., 10-11, t.
Leonard, Jack (Lincoln) NYC, h.
Leslie, Alice (Silver Tavern) Chi, nc.
Leslie Sisters (Port Arthur) Providence, R. I., re.
Leu, Paul (Windmill) Pittsburgh, nc.
Levolo, Pat & Willa (Margie Grand) Harlan, Ky., 9; (Plaza) Asheville, N. C., 10-11; (Capitol) Atlanta, Ga., 12-18, t.
Lewis, Ann (Kit Kat Club) NYC, nc.
Lewis, Evelyn (Chesterfield) Boston, nc.
Lewis, "Sunny Jim" (Village Barn) N.Y.C., nc.
Lido Girls (Club Richman) NYC, nc.
Light Brigade (McAlpin) NYC, h.
Lila, Mlle. (Roxy) Colfax, Wash., 10-11, t.
Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
Liptova, Schura (St. Regis) NYC, h.
Little, Little Jack, & Orch. (Fox) Phila 6-9, t.
Lodijensky, General (Sherry - Netherland) NYC, h.
Lolita (Parody Club) Chi, nc.
Long Jr., Nick (Adelphi) London 1-30, t.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
Lorraine, June (Broadway Room) NYC, nc.
Lou, Lindy (Anna Held's) NYC, nc.
Lowery, Fred (Ambassador) New York, h.
Lubina, Ada (St. Moritz) New York, h.
Lydia & Joresco (Plaza) NYC, h.
Lynch, Louise Dudley (Stork Club) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.
McCoy, Elena (Chateau Moderne) NYC, nc.
MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.
McMahon & Adelaide: Tampico, Mex., 4-9; Monterey 11-17, t.
MacDonald & Loveen (Oriental) Chi, t.
Macks, Sensational (Granada) London 13-18, t.
Maddux, Frances (Savoy Plaza) New York, h.
Mae, Edna (Paradise) NYC, re.
Magnante, Charlie (Waldorf-Astoria) NYC, h.
Major, Jack (Michigan) Detroit 6-9, t.
Malina, Luba (Hollywood) New York, re.
Mallory, Mickey (Old Rumanian) NYC, cb.
Mangean, Hazel, & Girls (Pal.) Manchester, Eng., 13-18, t.
Malvey, Hal (Club Avalon) Hot Springs, Ark., nc.
Mandell, Kitty (New Town Bar) New York, nc.
Manders, Jean (Colonial Village) Peoria, Ill., nc.
Manhattanites (Hipp.) Toronto 6-9, t.
Mann, Sid (Mon Paris) NYC, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manos, Dan & Ann (Roxy) Colfax, Wash., 10-11, t.
Manya & Drago (Palmer House) Chi, nc.
Mara & Renalto (Jimmy Kelly's) N.Y.C., nc.
Maravellas (El Chico) New York, nc.
Marcellus Troupe (Oriental) Chi, t.
Marco & Rosika (Nut Club) New Orleans, nc.
Marguerite & Arthur (Embassy Club) Toronto, nc.
Marie, Rose (Oriental) Chi, t.
Mario & Floria (Ambassador Hotel) NYC, h.
Markoff, Gypsy (Russian Kretchma) New York, nc.
Marlowe, Gwen (Village Nut Club) NYC, nc.
Marsh, Carolyn (Palladium) London 1-30, t.
Martell, Eddie (Grand) St. Louis, t.
Martin, Marion (Hollywood) NYC, re.
Martin, Muriel (Dizzy Club) New York, nc.
Martin, Tommy (Versailles) NYC, nc.
Martinet & Crow (Grosvenor House) London 1-30, nc.
Mascagno, Bob (Uptown) Chi, t.
Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
Masters, Chas. (Loew) Montreal 6-9, t.
Mattison's Rhythms (Riverside) Milwaukee, t.
Maurice & Cordoba (Savoy-Plaza) NYC, h.
Maughan, Dora: (Thru the Looking Glass) New York, nc.
May, Bobby (Boston) Boston 6-9, t.
Mavely, Jackie (Kit Kat Club) NYC, nc.
Max & His Gang (Scala) Berlin 1-30, t.
Meade & Meeres (Adelphi) London 1-30, t.
Med & Nona (Clover Club) Sharon, Pa., nc.
Mele, Vi (Commodore Hotel) NYC, h.
Meller, Joan (Greenwich Village Inn) New York, nc.
Melzers, Flying: Nashville, Tenn., 6-11.
Mercedes, Eileen (Caliente) NYC, nc.
Mercer, Mary (Hickory House) New York, re.
Meroff, Benny, & Orch. (Met.) Boston 6-9, t.
Michel & Hero (Hansa) Hamburg, Germany, 1-30, t.
Millard & Anita (Monte Carlo) New York, c.
Miller, Joan (Jimmy Kelly's) NYC, nc.
Miller, Myrtle (Deauville) NYC, nc.
Mills, Tommy (Place Elegante) New York, nc.
Modie & Me Maux (Royale-Frolics) Chi, nc.
Monroe, Freddie (Club Richman) NYC, nc.
Monson, Mildred (Radio City Rainbow Room) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monty, Paul (Man About Town Club) NYC, nc.
Moore & Larrye (Connie's Inn) NYC, nc.
Moran & Wiser (Loew) Montreal 6-9, t.
Moreno, Consuelo (El Chico) New York, nc.
Morgan, Helen (Chez Paree) Chi, nc.
Morris, Dwight (Gabriel's) NYC, nc.
Mossman, Earl (Colonial Village) Peoria, Ill., nc.
Munoz & Balan (Club Gaucho) NYC, nc.
Mura, Corinna (Waldorf-Astoria) NYC, h.
Muriel, Mimi (Meurice) NYC, re.
Murphy, Edna (New Yorker) New York, h.
Murand & Girton (Roxy) Colfax, Wash., 10-11, t.
Murray & Alan (Del Monico's) NYC, re.
Murray, Arthur, Dancers (Vanderbilt) NYC, h.
Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
Music Hall Boys (St. Moritz) New York, h.
Musical Maniacs, Three (Caliente) NYC, nc.
Musical Play Boys, Seven (Roxy) Colfax, Wash., 10-11, t.
Musical Rogues, Three (Essex House) NYC, h.
Myers, Jack, & Marion Wilkins (Hotel New Yorker) NYC, h.
Myra (Tillie's Chicken Grill) New York, nc.

N

N. T. G. & Revue (State) NYC 6-9, t.
Nadine & Girardo (Biltmore) NYC, h.
Nascha (Morrison) Chi, h.
Naylor, Marjorie (Hickory House) NYC, nc.
Nedell, Bernard (Wyndham's) London 1-30, t.
Neeley, Phil (Hollywood) NYC, re.
Nelson, Nelle (Hi-Hat Club) Chi, nc.
Nesbit, Evelyn (All-Stars Club) NYC, nc.
Nevin, Hazel (Village Barn) New York, nc.
New Yorkers, Three (Stork Club) NYC, nc.
Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
Newdahl, Clifford (Club Normandie) NYC, nc.
Newman, Harry (Beverly Bar) NYC, nc
Niles, Noma (Swanee) NYC, nc.
Noble, Leighton (Waldorf-Astoria) NYC, nc.
Nolan, Paul (Oriental) Chi, t.
Noland, Nancy (Radio City Rainbow Grill) NYC, nc.
Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
Novoa, Fantasia (El Toreador) NYC, nc.

O

O'Connor Family (Tower) Kansas City, t.
O'Dell, Dell (King Edward) Toronto, Can., h.
O'Doherty, Molly (Man About Town Club) NYC, nc.
O'Neil, Cackles (Hollywood) NYC, re.
O'Rondons, Three Flying: Waterloo, Ia.; Wichita, Kan., 13-18.
Oakley, Bob (Keno) Albuquerque, N. M., 8-9; Phoenix, Ariz., 11-12; Tucson 13, t.
Odley, Guy (Jack Dempsey's) NYC, re.
Oldfield, Emmett (Dorchester Hotel) London 1-30, nc.
Olympia Boys, Three (Riverside) Milwaukee 10-15, t.
Original Rhythm Boys (Weylin) NYC, h.
Ortons, Four (Palladium) London, t.

P

Pady Twins (Tap House) Elmira, N. Y., nc.
Pagano, Paul (Oriole Terrace) Detroit, nc.
Page, Powell & Nona (Queen) S. Shields, Eng., 6-11; (Empress) Brixton 13-18, t.
Page, Powell & Nona (Empress) Brixton, Eng., 13-18; (Granada) Bedford 20-25, t.
Paige, Helen (Delmonico's) NYC, re.
Pallenberg Bears (Michigan) Detroit 6-9, t.
Palmer, Kay (Vanderbilt) NYC, h.
Parker, Hope (Club Minuet) Chi, nc.
Parsons, Kay (Gay Nineties) New York, nc.
Pat & Marlyn (Euclid Club) Bay City, Mich., nc.
Paul, Danny & Gene (Howard) Boston, t.
Paulin, Richard (Ambassador) NYC, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pedro & Luis (Camden) Weston, W. Va., t.
Pepper, Jack (Earle) Phila 6-9, t.
Peppers, Three (Kit Kat Club) NYC, nc.
Peppy & Peanuts (Leon & Eddie's) NYC, nc.
Perfect, Rose (Hipp.) Brighton, Eng., 13-18, t.
Perlee, Mildred (Cecil) Mason City, Ia., 8-9, t.
Perona, Anthony (Gabriel's) NYC, re.
Pernu, Lempy, & Flashes of 1936 (Rose) Thomasville, Ga., 9-10; (Pal.) Jacksonville, Fla., 12-13; (Lyric) Waycross, Ga., 14-15; (Ritz) Brunswick 16, t.
Phelps Twins (Colony Club) Chi, nc.
Picchiani Troupe (Century) Baltimore 6-9, t.
Pier, Jack (Lyric) Indianapolis, t.
Pierce & Harris (Hollywood) New York, nc.
Pierre, Jacques (Oriental) Chi, t.
Piroska (French Casino) NYC, nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Plybon-Allen Girls (Avalon Club) Cleveland, nc.
Pope & Thompson (American Music Hall) NYC, mh.
Potter, Lisa (Club New Yorker) NYC, nc.
Powell, Claire (Paddock Club) Chi, nc.
Princess Ahi (Leon & Eddie's) NYC, nc.
Pryor, Roger (Fox) Detroit 6-9, t.
Purl's, Marie, Say It With Ladies (Capitol) Atlanta, Ga.; (Bijou) Savannah 13-15; (Royal) Columbus 16-18, t.

Q

Queens, Three (Colonial) Dayton, O., t.

R

Radio Aces (Morrison) Chi, h.
Rafael (Sherry-Netherland) NYC, h.
Ralph & Teddy (Rembert) Longview, Wash., 8-9, t.
Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
Ramon & Lucinda (El Toreador) NYC, nc.
Randall, Andre (French Casino) N. Y. C., nc.
Randolph, Amanda (Black Cat) New York, nc.
Ranson, Glenda (Broadway Room) NYC, nc.
Raye, Allen (Biltmore) New York, h.
Ray, Freddie (Rembert) Longview, Wash., 8-9, t.
Raye, Gilbert & Vicky (Club Madrid) Buffalo, N. Y., nc.
Raymond, Lou (Village Nut Club) NYC, nc.
Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
Rea, Kit (Park Central) NYC, nc.
Reed & Blane (Wellington) NYC, h.
Rees, Jack (Normandie) New York, nc.
Renault, Francis (Trottas) Washington, D. C., nc.
Rene & George (Town Casino) NYC, nc.
Rhodes, Doris (Paradise) NYC, re.
Rhythm Boys (Weylin Hotel) NYC, h.
Rich, Jack (Anna Held's) NYC, nc.
Richards, Charlie (Bowery) St. Louis, nc.
Rhodes, Dorothy (Kit Kat Club) NYC, nc.
Rimacs, Ciro (Adelphi) London 1-30, t.
Roark, Edith (Yacht Club) NYC, nc.
Robbins Family (Paradise) NYC, re.
Roberts, Dave & June (Bat Gormley's) Lake Charles, La., nc.
Roberts, Whitey (Colonial) Dayton, O., t.
Robins Sisters (Michigan) Detroit 6-9, t.
Robinson & Martin (Hipp.) London 1-30, t.
Rocky Twins (Versailles) NYC, re.
Rodrigo & Francine (Park Plaza) St. Louis, h.
Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
Rogan & Barlow (Oriental) Chi, t.
Rogers, Jimmie (Mon Paris) NYC, nc.
Rohckast, Marianne (Club Normandie) NYC, nc.
Rollins, Mimi (Leon & Eddie's) NYC, nc.
Rolph, Wynne (Wivel's) New York, re.
Romer, Bill, Orch. (Iowa) Ft. Madison, Ia., 8; (LeClair) Moline, Ill., 10-11; (Regent) Keokuk, Ia., 12; (Strand) Creston 14, t.
Romero & Juliette (Monte Carlo) NYC, nc.
Ross & Edwards (Loew) Montreal 6-9, t.
Ross, Dr. (Waldorf-Astoria) NYC, h.
Rossi, Pat (Cafe Loyale) NYC, re.
Ross, Pierre & Schuster (State-Lake) Chi, t.
Roth, Lillian (Boston) Boston 6-9, t.
Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc.
Rowe, Dorothy (Bossert Grill) NYC, nc.
Royal Hawaiians (Dizzy Club) NYC, nc.
Royce, Ray (Lyric) Indianapolis, t.
Russian Choir (Sherry-Netherland) NYC, h.
Ryan, Rosy (Black Diamond) Scranton, Pa., nc.

S

Sadovskaja, Lidia (Sherry - Netherland) NYC, h.
Sae, Letty (Minerva) Boston, h.
Salac Bros. & Pearl (Cecil) Mason City, Ia., 8-9, t.
Salama, Andre (St. Moritz) NYC, h.
Saluto, Frankie (Barrel of Fun) NYC, nc.
Sally, Joe & Bobo (Roosevelt) New Orleans, h.
Sandino & Fairchield (Firenze Restaurant) NYC, re.
Santelli, George (Hotel St. Regis) NYC, h.
Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
Savage, Jean (Southern) Baltimore, h.
Sawyer, Bobby (Gabriel's) NYC, nc.
Saxe, Ray (Finsbury Park Empire) London 13-18, t.
Schloss, Chick (Silver Cloud) Chi, nc.
Scott, Mabel (Ubangi Club) NYC, nc.
Scott, Virgie (Ubangi) NYC, nc.
Seal, Spud (Cecil) Mason City, Ia., 8-9, t.
Seed, Dave (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
Sedley, Roy, Co. (Oriental) Chi, t.
Shaw, Carl, Co. (Century) Baltimore 6-9, t.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelton, James (Club Normandie) NYC, nc.
Sherman, Hal (Boston) Boston 6-9, t.
Shipstad & Johnson (College Inn) Chi., nc.
Simon, Arlette (French Casino) NYC, nc.
Simpson, Carl (Fox) Phila, t.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Sky Riders Revue (Rembert) Longview, Wash., 8-9, t.
Small, Frank, Revue (New Yorker) N.Y.C., h.
Smart Set Four (Radio City Rainbow Grill) NYC, nc.
Smith, Bessie (Connie's Inn) New York, re.
Smith, Bill (Fifth Avenue Hotel) New York, h.
Smith, Chubby (Swanee Club) NYC, nc.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Billy (Hi-Hat Club) Chi, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Sonia, Gansser, & Andre (French Casino) NYC, nc.
South Sea Strollers (After the Show) Chi, nc.
Special, Johnny (Tower) Kansas City, t.
Spelie, Mary Lou (French Casino) NYC, nc.
Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
St. Claire, Putnam (Ubangi) NYC, nc.
Stadler & Rose (Hansa) Hamburg, Germany, 1-30, t.
Stanley Bros. (Shubert) Cincinnati 6-9, t.
Stanley, Toni & Mae Four (Scala) Berlin 1-30, t.
Star, Barney (Bowery) St. Louis, nc.
Starr, Caites & Ditson (Marbro) Chi, t.
Stearns & Dean (Hi-Hat Club) Chi, nc.
Sterling Rose Trio (Merchants Expo.) Marion, O.; (Expo.) Warren 14-17.
Steve & Mack (Kelly's Club) Panama City, nc.
Stevens, Jimmy (Oasis) Detroit, nc.
Stewart, Bubbles, & Sisters (Empire) Newcastle, Eng., 13-18, t.
Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
Stewart Sisters (Dizzy Club) NYC, nc.
Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.
Stone, Al (Paddock Club) Cleveland, nc.
Stone, Bernice (Savoy Hotel) London 13-26, nc.
Stone, Harold (Chateau Moderne) NYC, nc.
Stone, Neil (Howdy Club) NYC, nc.
Stone & Kane (Cecil) Mason City, Ia., 8-9, t.
Stone & Vernon Foursome (Michigan) Detroit 6-9, t.
Stoner, Percy (Barrel of Fun) NYC, nc.
Stretch & Strain (Junction Inn) Mountain View, Calif., nc.
Sue, Lyda (State-Lake) Chi, t.
Sullivan, Bobby (Swanee Club) New York, nc.
Suter, Ann (American Music Hall) NYC, mh.
Sutton, R. Patrick (Rex) Seattle, Wash., t.
Swann, Evelyn Eppee (Stork Club) NYC, nc.

T

Table Tooners (Chateau Moderne) NYC, nc.
Tanner Sisters (Chez Paree) New Orleans, nc.
Tanya & Emmett (Club Troyka) NYC, nc.
Tapps, Georgie (Paradise) NYC, re.
Tappan, Maxine (Ambassador) New York, h.
Taylor, Peggy, Co. (Wintergarten) Berlin 1-30, t.
Tegnor, Michael (Number One Bar) NYC, nc.
Tennill, Frank (New Yorker) NYC, h.
Termini, Joe (Pavilion) Liverpool, Eng., 13-18, t.
Terris, Norma (Versailles) NYC, re.
Thais (Nut Club) NYC, nc.
That Quartette (American) NYC, mh.
Theodore & Denesha (Montclair) NYC, h.
Theodores, The (Chez Paree) Chi, nc.
Thomas, Chic (State-Lake) Chi, t.
Thompson, Kay (St. Regis) NYC, h.
Thornton, Billy, Co. (Cecil) Mason City, Ia., 8-9, t.
Tic, Toc and Toe (Paradise) NYC, re.
Tic Toc Trio (Park Central) NYC, h.
Tien, Paul (Old Rumanian) NYC, nc.
Tiffany, Charles & Virginia (Lotus Tavern) Longview, Wash., nc.
Tint, Al (Cave) Newark, O., nc.
Toots & Al (Kit Kat Club) NYC, nc.
Toropova, Nadine (St. Moritz) NYC, h.
Torrence, Johnny & Edna (Roosevelt) New Orleans, h.
Tranger, Don (Claridge) St. Louis, h.
Travers, Jane (Versailles) NYC, nc.
Trent, Tommy (Hipp.) Toronto 6-9, t.
Treyes & Violeta (El Toreador) NYC, nc.
Tripps, Billy (Parody Club) Chi, nc.
Tropical Tunesters, Three (Ottumwa) Ottumwa, Ia., 8-9, t.
Truckin' (Chez Josephine Baker) NYC, nc.
Tscherkassy, Alexis (St. Moritz) New York, h.
Turry, Dorothy (Chateau Moderne) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

U

Uncle Ezra Jones Barn Dance Frolics (Pitt) Greenville, N. C., 9; (Wilson) Wilson 10; (Carolina) Rocky Mount, N. C., 11; (Rialto) Danville, Va., 13, t.

V

Valda (Club de Lisa) Chi, nc.
Valencia, Magda (Club Gaucho) New York, nc.
Valerie, Armand (Town Casino) NYC, nc.
Valley, Vivian (Club Normandie) NYC, nc.
Valors, Two (Hipp.) Brighton, Eng., 13-18, t.
Van, Gus (Chez Paree) Chi, nc.
Van Loon, Willem (Chez Josephine Baker) NYC, nc.
Velas, Ester (Roosevelt) NYC, h.
Veloz & Yolanda (Ambassador) Los Angeles, h.
Verneille & Donaldson (Versailles) NYC, re.
Verrill, Virginia (Hotel New Yorker) NYC, h.
Vestoff, Floria (Broadway Room) NYC, nc.
Vietro, Tony (Chateau Moderne) NYC, nc.
Villano & Lorna (Savarin Club) Buffalo, N. Y., nc.
Viniegra, Fermin (El Toreador) NYC, nc.
Vorhas, Julian & Leon (Lido) Montreal, nc.

W

Wages, Johnny (Ambassador) Cleveland, nc.
Wahl, Dotty (606 Club) Chi, nc.
Waldman, Ted & Al (Riverside) Milwaukee, t.
Waldron, Jack (Hollywood) NYC, re.
Walders, Darlene (Femina) Vienna, Austria, 1-30, t.
Walker, Buddy (Club Sharon) NYC, nc.
Walker, Kirby (Hickory House) NYC, nc.
Walker, Mildred (Colony Club) Chi, nc.
Wallace, Frank (Butler's Tap Room) NYC, nc.
Walsh, Clara Bell (Ambassador) NYC, nc.
Walsh, Sammy (Hollywood) NYC, nc.
Walton, Bert (Lyric) Indianapolis, t.
Wamby, Donna (Cameo Club) Cleveland, nc.
Ward, Aida (Kit Kat Club) NYC, nc.
Ward, Helene (Italian Garden) Pittsburgh, nc.
Watson, Hot Foot (Ubangi) NYC, nc.
Wayne, Carlyle (Rex) Seattle, Wash., t.
Wayne, Clifford, Six (Rex) Seattle, Wash., t.
Wayne, Marcia (Commodore) NYC, h.
Wayne, Wanita (Town Casino) NYC, nc.
Webb, Nella (Normandie) New York, nc.
Webster, Hazel (Number One Bar) NYC, nc.
Weeks, Ken, Band (Rembert) Longview, Wash., 8-9, t.
Wells, Dickie (Ubangi) NYC, nc.
Wentworth, Dorothy (Wivel's) NYC, re.
Weylin Knightcaps (Weylin) New York, h.
Whalen, Jackie (Happy's) Glendale, L. I., nc.
Whirlwinds, Four (Alhambra) London 1-30, t.
White, Ann (Town Casino) NYC, nc.
White, Jack (Broadway Room) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White, Lilian (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
White, Paul (Connie's Inn) New York, nc.
White, Teddy (Normandie) New York, nc.
Whitman, Flo (Gay 90s) Chi, nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Wiere Bros. (Hipp.) Toronto 6-9, t.
Wilkinson, Dudley (Versailles) NYC, nc.

Williams, Dorothy (Jack Dempsey's) NYC, re.
Williams, Dorthea & Chic (Jackhammer Club) Indio, Calif., nc.
Williams, Jane Rowene (Commodore) NYC, h.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Wills. Frances (Shubert) Cincinnati 6-9, t.
Wilson, Al (State-Lake) Chi, t.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Woods & Bray (Syracuse) Syracuse, N. Y., h.
Woods, Johnny (Biltmore) NYC, h.
Wright, Charlie (Hotel Weylin) NYC, h.
Wright, Edythe (Lincoln) NYC, h.
Wynn, Mae, Foursome (Century) Baltimore 6-9, t.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Y

Yost's Varsity Eight (Pennsylvania) NYC, h.
Young, Irwin (Valhalla) NYC, nc.
Youngblood, Gene (Nut Club) New Orleans, nc.

Z

Zalazar, Carlos (Chicago) Chi, t.
Zay, Freddy (French Casino) NYC, nc.
Zudella (Subway Grill) Detroit, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Abbott, Vince: (Club HiMac) Chi, nc.
Abrams, Al: (Arena Bar) Miami, Fla., c.
Adams, Johnny: (Greyhound Lines) Dayton, O., re.
Adams, Sugar: (Cotton Club) Cleveland, Miss., h.
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Antobal's Cubans: (Chez Josephine Baker) NYC, nc.
Arias, Ramon: (Otis Tunnel) Chi, c.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Ashman, Eddie: (Sharon) New York, nc.
Aven, Al: (Greyhound) New York, h.

B

Badger, Harwood: (Miller's) Marion, Ind., re.
Bannen, Al: (Mayflower) Akron, O., h.
Barnett, Jimmy: (Stables) Webster City, Ia., 7; (Armory) Benson, Minn., 8; (Eagles) Freemont, Neb., 9; (Auditorium) Milligan, Neb., 11; (City) Snyder, Neb., 12, b.
Barron, Blue: (Paradise) Rochester, N. Y., re.
Barron, Duke: (Wagon Wheel) Nashville, nc.
Batkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Sir Walter) Raleigh, N. C., h.
Bender, Val: (Antoine Club) San Francisco, nc.
Benson, Ray: (Chez Josephine Baker) NYC, nc.
Berger, Jack: (Astor) New York, h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben: (Fox) Washington, D. C., t.
Bestor, Don: (Mt. Royal) Montreal, h.
Biagini, Hank: (Graystone) Detroit, b.
Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Botta, Charlie: (Club S-X) Chicago, nc.
Brandwynne, Nat: (Stork) New York, nc.
Breese, Louis: (Weynn) New York, h.
Brigode, Ace: (Steamer Island Queen) Cincinnati.
Bring, Lou: (House of Morgan) New York, nc.
Brooks, Billy: (Hill Top Club) San Antonio, Tex., nc.
Brooks, Bobby: (Weylin) NYC, h.
Buccaneers: (George Vanderbilt) Asheville, N. C., h.
Bunchouk, Alex.: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Brown Pal.) Denver, h.
Busse, Henry: (Chez Paree) Chicago, nc.

C

Caceres, Emilio: (Villa D) Detroit, nc.
California Collegians: (Pennsylvania) NYC, h.
Candulla, Joel: (Hollywood) Miami, Fla., cc.
Carlson, Merle: (Rainbow) Denver, b.
Carper, Don: (Old Country Club) Phoenix, Ariz., cc.
Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.
Caruso, Ben: (Old Algiers) NYC, re.
Cavanaugh, George: (Webster Hall) Detroit, h.
Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., cc.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clifton, Don: (Southern) El Centro, Calif., nc.
Coakley, Tom: (St. Francis) San Francisco, h.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi, nc.
Coleman, Emil: (St. Regis) New York, h.
Collins, Harry: (Ballroom) Grand Junction, Colo., b.
Compton, Helen, & Bryn Mawr Orch: (State) NYC, t.
Conrad, Judy: (Tower) Kansas City, t.
Continental Gypsies: (L'Aiglon) Chicago, c.
Contreres, Manuel: (Mayfair Casino) Cleveland, nc.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Courtney, Del: (Bal Tabarin) San Francisco, nc.
Covert, Mike: (Seneca) Rochester, h.
Cross, Maury: (Mayfair Casino) Cleveland, nc.
Cugat, Xavier: (Chicago) Chi, t.

D

Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., nc.
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
DeBabary, Joska: (Biltmore) NYC, h.
De Torre, Emile: (El Chico) NYC, nc.
Delbridge, Del: (Webster Hall) Detroit, nc.
Delman, Cy: (Whitehall) Palm Beach, Fla.
Denny, Jack: (French Casino) New York, cb.
Dibert, Sammy: (Penthouse) Detroit, nc.
Dickerson, Carroll: (Sunset Cafe) Chi, nc.
Diekman, Harry: (Casa Madrid) Louisville, nc.
Dictators, The: (885 Club) Chicago, nc.
Dolen, Bernie: (Vanderbilt and Sherry-Netherland) NYC, h.
Donahue, Al: (Bermudiana) Bermuda, h.
Dornberger, Charles: (Paradise) NYC, cb.
Dorsey, Jimmy: (Palomar) Los Angeles, nc.
Drummond, Jack: (Club Loftus) Albany, N. Y., nc.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Plaza) NYC, h.
Dugoll, Benny: (Cormaine) Niles Center, Ill., c.

E

Emerson, Mel: (Ten Eyck) Albany, N. Y., h.
Engles, Charles: (Marquette Club) Chi, nc.
Ernie, Val: (Maxim's) New York, h.
Eslick, Jay: (Paul's Inn) San Diego, Calif., re.

F

Farmer, Willie: (Leon and Eddie's) New York, nc.
Ferdinando, Angelo: (Great Northern) NYC, h.
Fields, Shep: (Ambassador) Los Angeles, h.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Finch, Freddie: (Club Paramount) La Salle, Ill., nc.
Fio-Rito, Ted: (Levaggi) Boston, h.
Fischer, Art: (Dutch's) Chi, c.
Fomeen, Basil: (William Penn) Pittsburgh, h.
Four Aces: (Roxy Club) Chi, nc.
Franklin, Sid: (Yacht Club) NYC, nc.
Fray, Jacques: (Montmartre) New York, nc.
Freed, Carl: (Michigan) Detroit, t.
Freeman, Jerry: (Palm Island Casino) Palm Island, Fla.
Frisco, Sammy: (Tuite & Dean's) Chi, c.
Freitas' Hawaiians: (Thelma Todd's) Santa Monica, Calif., re.
Fulcher, Charlie: (Club Casine) Greenville. Miss., nc.
Funk, Larry: (Oriole Terrace) Detroit, nc.
Funk, Wash: (4444 Club) Cincinnati, nc.
Furry, Wendell: (Showboat) Jacksonville, Fla., nc.

G

Gardner, Dick: (Lord Baltimore) Baltimore, h.
Gasparre, Dick: (Savoy Plaza) New York, h.
Gandy, Bill: (Colonial Inn) Trenton, N. J.
Gaylord, Boyd: (Tantilla Gardens) Richmond, Va., nc.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gilberto, Don: (Toreador) New York, nc.
Gill, Emerson: (French Casino) Miami, Fla., nc.
Gitlin, Irving: (Pierre) New York, h.
Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb.
Gordon, Gray: (Lookout House) Covington, Ky., nc.
Gotthelf, Manfred: (Monte Cristo) Chicago, r.
Graham, Eddie: (Nut Club) New York, nc.
Grant, Bob: (Beach & Tennis Club) Miami Beach, nc.
Gray, Glen: (Rainbow Room) NYC, nc.
Green, Johnny: (Paramount) NYC, t.
Greer, Bobby: (Noble) Blytheville, Ark., nc.

H

Hagelston, Charles: (Post Lodge) Larchmont, N. Y., ro.
Hall, George: (Taft) New York, h.
Halstead, Henry: (Jefferson) St. Louis, Mo., h.
Hamilton, George: (Casino Gardens) Los Angeles, re.
Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.
Hanson, Lloyd: (MarcusWhitman) Walla Walla, Wash., h.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hartley, Hal: (Fairmount) Hull, Que., Can., cc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris. Phil: (Netherland Plaza) Cincinnati, h.
Haynes, Frank: (Congress) New York, cb.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Hess, Edith: (McCleans) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Harry: (Ingleterra) Peoria, Ill., b.
Hill, Teddy: (Ubangi) New York, nc.
Hines, Earl: (Grand Terrace) Chi, nc.
Holst, Ernie: (MlEorocco) NYC, nc.
Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben: (Silver Tavern) Chi, nc.
Hudson-DeLange: (Coronado) Houston, nc.
Hulwi, Bill: (620 Club) Minneapolis, nc.
Hummel Family: (Stouton Beach) Slippery Rock, Pa., b.
Hylton, Jack: (Drake) Chicago, h.

J

Janis, Freddie: (Parody Club) Chicago, nc.
Jelesnik, Eugene: (Hollywood) New York, cb.
Johnson, Charlie: (Small's Paradise) New York, nc.
Johnson, Jerry: (Kenmore) Albany, h.
Johnson, Johnny: (Commodore) New York, h.
Jourdan, Bill: (Wooden Shoe Club) Chi, c.

K

Kane, Allan: (Brevoort) Chicago, h.
Kavelin, Al: (Blackstone) Chicago, h.
Kaye, Sammy: (Cabin Club) Cleveland, nc.
Keller, Jack: (Westchester Biltmore) Rye, N. Y., cc.
Kerwin, Gene: (After the Show Club) Chicago, nc.
King, Bert: (Shelton) NYC, h.
King, Jack: (Bon Air C. C.) Wheeling, Ill., c.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knapp, Orville: (Waldorf) NYC, h.
Korbin, Van: (Madison Casino) Chicago, c.
Kountz, Buzzy: (Webster Hall) Pittsburgh, h.
Krauss, Eddie: (Cocoanut Gardens) Chi, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kyser, Kay: (Trianon) Chi, b.

L

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi, nc.
Lane, Eddie: (Governor Clinton) New York, h.
LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
LeRoy. Howard: (McCurdy) Evansville, Ind., h.
Leafer, Allan: (The Farm) White Plains, N. Y., ro.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
Lee, Alan: (Edison)New York, h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Pershing) Chi, b.
Leipold, Arnie: (Paradise Showboat) Troy, N. Y., nc.
Leo-Terry: (Trianon) Aberdeen, S. D., 11, b.
Levant, Phil: (Bismarck) Chicago, h.
Lewis, Ted: (Morrison) Chi, h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolics) Chi, nc.
Little, Little Jack: (Fox) Phila, t.
Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Roosevelt) New York, h.
Lond, Mort: (S. S. Zee) Chi, nc.
Lopez, Antonio: (Tampa Terrace) Tampa, Fla., h.
Lopez, Vincent: (Ambassador) New York, h.
Lossez, Billy: (Arcadia Int'n'l House) Phila, nc.
Lube, Jacques: (Princess) Bermuda, h.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McGill, Billie: (Wonder Bar) Owasso, Mich., nc.
McKenzie, Red: (Famous Door) NYC, nc.
McRae, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Maitland, Johnny: (Gibson) Cincinnati, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Wingy: (Hickory House) NYC, nc.
Mantes, Gus: (Birch Gardens) Albany, N. Y., nc.
Manuti, Al: (Man About Town) New York, re.
Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Marshall, Bill: (Bellevue Stratford) Phila, h.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Freddie: (Aragon) Chi, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Masters, Frankie: (Roosevelt) New Orleans, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadow, Frank: (Barrel of Fun) New York, nc.
Meir, Harvey: (Gayety Village) Chi, c.
Meo, Jimmy: (Royale-Frolics) Chicago, nc.
Meroff, Benny: (Met.) Boston, t.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc.
Monroe, Jerry: (Boulevard) Union City, N. J., h.
Mooney, Art: (Oasis) Detroit, nc.
Morgan, Russ: (Biltmore) NYC, h.
Moser, Jinks: (Sheraton) High Point, N. C., h.
Moyer, Ken: (Ringside) Ft. Worth, Tex., nc.
Murphy, Dick: (Columbus) Miami, h.

N

Nagel, Harold: (Rainbow Room) New York, nc.
Navarre, Ted (Roseland) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Naylor, Oliver: (Anchorage) Phila, re.
Nelson, Ozzie: (Lexington) New York, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebaur, Eddie: (Casino Moderne) Chicago, nc.
Norris, Joe: (Eastern Star) Detroit, nc.
Norvo, Red: (Dempsey's) NYC, re.

O

Ohman, Frank V.: (Pavilion Club) Miami Beach, nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Eddie: (Reno) Reno, Nev., cc.

P

Pablo, Don: (Merry-Go-Round) Akron, O., nc.
Pancho: (Pierre) NYC, h.
Panico, Louis: (Olympic) Chicago, b.
Parham, Tiny: (Club Havana) Chi, nc.
Parker, Johnny: (Knickerbocker) Chicago, nc.
Parry, Red: (Terrace Gardens) Fremont, O., nc.
Paul, Eddie: (Columbia) Cleveland, b.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Peary, Bob: (Graemere) Chi, h.
Pendarvis, Paul: (Pal.) San Francisco, h.
Perry, Ron: (St. Moritz) New York, h.
Peterson, "Dee": (Club Hollywood) Kalamazoo, Mich., nc.
Pizzita, Julia: (Robert Morris) Trenton, N. J., h.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Flindt, Emil: (Oh, Henry) Willow Springs, Ill., b.
Prima, Louis: (Famous Door) Hollywood, Calif., nc.
Purvis, Jack: (Thru Looking Glass) New York, nc.

R

Raeburn, Boyd: (Muehlebach) Kansas City, h.
Rainbow Ramblers: (Roma) Haverhill, Mass., re.
Ramos, Ramon: (Forge Club) Miami, nc.
Randal, Jay: (Palm Island Casino) Miami, Fla.
Rankin, Bud: (Normandie) Cincinnati, re.
Rapp, Barney: (Book-Cadillac) Detroit, h.
Ravel, Arthur: (Oldenbach's) Rochester, N. Y. nc.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Redman, Don: (Connie's Inn) NYC, nc.
Regis, Del: (Anchorage) Phila, nc.
Reichman, Joe: (Statler) Boston, h.
Resh, Benny: (Club Lido) Syracuse, N. Y., nc.
Ricci, Al: (Showboat) South Bend, Ind., nc.
Richards, Barney: (Limehouse) Chicago, c.
Richardson, Florence: (Rene) New York, c.
Rines, Joe: (Mayfair) Boston, nc.
Ritorf, Stan: (Club Rajah) Chi, nc.
Rivet, Joe: (Francis) Monroe, La., h.
Robbins, Ted: (Club Monarch) Boston, nc.
Rodriguez, Jose: (LaRue's) New York, nc.
Rodrigo, Nano: (El Morocco) New York, h.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.
Rosenthal, Harry: (LaRue's) New York, re.
Roth, Eddie: (Club Alabam) Chicago, nc.
Royal Arcadians: (Allyn House) Hartford, Conn., b.
Rubini, Jan: (Palm Island Casino) Palm Island, Fla.
Russell, Jack: (Melody Mill) Chicago, b.

S

Sabin, Paul: (Town Casino) Miami, Fla., nc.
Sachs, Coleman: (Club Rex) Birmingham, Ala., nc.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sanders, Joe: (Blackhawk) Chi, c.
Sandusky, Bob: (Clovis) Clovis, N. M., h.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Selzer, Irving: (Dixie) New York, h.
Simmonds, Arlie: (Claridge) St. Louis, h.
Simmons, Lanny: (Nut Club) NYC, nc.
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Joseph C.: (Versailles) New York, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Solari, Phil: (Bath Club) Miami, cc.
Sorey, Vincent: (Rene) New York, nc.
South, Eddie: (885 Club) Chi, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Sterney, George: (Plaza) New York, h.
Stock, Bert: (Book-Cadillac) Detroit, h.
Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
Stutland, Steve: (Silver Cloud) Chi, nc.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T

Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tompkins, Tommy: (Normandie) Boston, b.
Topps, Al: (Nut House) Chicago, nc.
Tormey, Bob: (Casa Loma) South Bend, Ind., nc.
Toscuna, Tommy: (All Stars) NYC, nc.
Trask, Clyde: (Gibson) Cincinnati, h.
Travers, Vincent: (French Casino) NYC, nc.
Tremaine, Paul: (Gloria Palast) New York, cb.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.

V

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby: (Bruns' Palm Garden) Chi, c.

W

Wagner, Buddy: (Ira's) Miami, Fla., nc.
Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Anson: (College Inn) Chi, nc.
Weeks, Ken: (Rembert) Longview, Wash., t.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, h.
Weikly, Wee Willy: (Columbia) Columbia, N. J., h.
Welk, Lawrence: (Chermot) Omaha 8; (Club) Paullina, Ia., 9; (Chermot) Omaha 11; (Lakes) Lake Benton, Minn., 12, b.
White, Dave: (Oasis Grill) New York City, re.
Whiteman, Paul: (Hippodrome) New York, t.
Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.
Williams, Griff: (Mark Hopkins) San Francisco. h.
Willis, Herbie: (Kibby Klub) Jackson, Mich., nc.
Wilson, Sammy: (Edison) New York, h.
Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
Wolfe, Paul: (Merry Go Round) Miami, b.
Woods, Howard: (Robert Treat) Newark, h.

Y

Young, Sterling: (Mission Beach) Los Angeles, b.
Yuhasz, Johnny: (Durant) Flint, Mich., h.

Z

Zarin, Michael. (Waldorf-Astoria) New York,
Zatour, Joseph: (Biltmore) New York, h.
Zemsay, Jene: (Town Casino) Phila, nc.
Zwilling, Sid: (Belleview) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

INDEPENDENT BURLESK

Beauty Parade: (Howard) Boston 6-11; (Worcester) Worcester 13-18.
Corio, Ann, Show: (Lyric) Allentown, Pa., 13-14; (Orph.) Reading 18.
Flying High: (Empire) Newark, N. J., 6-11.
Follies of Pleasure: (Gayety) Baltimore 13-18.
Hello, Paree: (Gayety) Baltimore 6-11; (Gayety) Washington, D. C., 13-18.
High Jinks: (Werba) Brooklyn 6-11; (Republic) NYC 13-18.
Jolly Girls: (Hudson) Union City, N. J., 6-11; (Werba) Brooklyn 13-18.
Legs & Laughter: (Trocadero) Phila 6-11; (Variety) Pittsburgh 13-18.
Melody Maids: (Gayety) Washington, D. C., 6-11; (Empire) Newark, N. J., 13-18.
Merry Whirl: (Republic) NYC 6-11; (Bijou) Phila 13-18.
Rounders: (Howard) Boston 13-18.
They're Off: (Worcester) Worcester, Mass., 6-11; (Hudson) Union City, N. J., 13-18.

DRAMATIC AND MUSICAL

At Home Abroad: (Grand) Chi.
Boy Meets Girl: (Selwyn) Chi.
Children's Hour: (Biltmore) Los Angeles 6-11.
Hampden, Walter: (National) Washington, D. C., 13-18.
Her Week-End: (Erlanger) Phila 6-11.
Nazimova: (Melba) Dallas, Tex., 8; (Worth) Ft. Worth 9; (Shrine Aud.) Oklahoma City, Okla., 10; (Convention Hall) Tulsa 11.
Night of January 16: (Shubert) Boston.
On Your Toes: (Shubert) Boston 6-8.
Old Maid: (Auditorium) Memphis, Tenn., 8; (High School Aud.) Little Rock, Ark., 9.
Personal Appearance: (Royal Alexandra) Toronto 6-11.
Three Men on a Horse: (Garrick) Phila.
Three Men on a Horse: (Cass) Detroit 6-11; (Hanna) Cleveland 13-18.
Tobacco Road: (Erlanger) Buffalo 6-11.
Tobacco Road: (National) Washington, D. C., 6-12.
Winterset: (Hanna) Cleveland 9-11.

MISCELLANEOUS

Birch, Magician: Cochran, Fla., 8; Vidalia, Ga., 9; (Pal.) Savannah 10-11.
Bragg Bros.' Show: Barnet, Vt., 6-11.
Cairo, Magician: Richmond, Va., 6-11; Meriden, Conn., 13-18.
Daniel, 2-10, Magician: Glasgow, Ill., 6-11.

(See ROUTES on page 43)

Summer Stock Rules Made; Spots Cut in Two Classes

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Class A spots pay minimum, can try out new shows and get protection—others can deduct room and board from salaries, but must stick to revivals—other rules

●

NEW YORK, April 4.—Preparing for the coming season of summer stock, which is comparatively slow in getting under way this year, Equity council at its Tuesday meeting approved proposals regulating the summer theater field for the protection of Equity members and of managers who fulfill the stricter Equity requirements. The new proposals were embodied in a report drawn up by Harry J. Lane of the headquarters staff, and were instigated by a survey of summer theaters ordered last summer by Equity and made by Lyster Chambers, who toured many of the resort spots. Regulations for the coming season parallel and amplify those drawn up last year.

Summer theater managements will be divided into two classes, with the A classification getting protection from cut-rate competition. Class A theaters are those which pay the Equity minimum thruout. They are privileged to try out plays, and the council yesterday ruled that all other spots established within a competitive distance from a class A spot should also be required to conform with the class A standards.

B class theaters will be allowed to present only revivals, with tryouts strictly barred. They will, however, be allowed to pay below the minimum by charging the actor for board and lodgings. The council set $3 a day as the maximum which any management would be allowed to sock for bed and meals. Paul Dullzell, Equity executive secretary, cited instances taken from last summer's record wherein the theater had charged players as high as $35 a week for room and board, deducting it from the "salaries."

Non-pro supers can still be engaged by the summer theaters, but only if the spot is not within commuting distance of New York. If non-pros are hired, they cannot play for more than two weeks in succession nor more than three weeks during the entire season. If they play more than that they must become Equity members and get the minimum wage.

Actors who are called out of town for one-week engagements are to get free board and lodging for the week of rehearsals preceding the week of the engagement.

Managements will be required to make applications and to fill out extensive questionnaires, and will then be cataloged in classes A and B. Equity can, of course, pull out its members if conditions (as above) in the summer contracts are not fulfilled.

About 500 Equity members played 42 summer spots last year. This year, according to indications, the number may be materially reduced, with the cow-barn theaters seemingly on the wane. Usual flood of March announcements was entirely lacking this year. Few beyond the well established spots have signified their intention of operating, whereas during the summer theater peak there were long lists already in by this time.

Ten-Dollar Angels Finance New Plays

CHICAGO, April 4.—The Studebaker Theater will be relighted Easter night with *From Out of the Darkness,* now being directed by Roy Hilliard, well known dramatic stock director and father of Harriet Hilliard. The play is by a local author, Paul Salvatori, who has financed the production by selling $10 certificates to his friends and acquaintances. Leads will be played by Jay Romano and Jolieta McCready and the cast comprises Jack Griffith, Antoinette Rochte, Jimmy Worsley, Gylin Hickman and Harry Buchanan. Bond has already been posted at the local Equity office.

'Co-Respondent' Plagiary Suit

NEW YORK, April 4.—Thomas Del Vecchio, court reporter for the New York City News Association, last week entered a plagiarism suit against Harold Goldman and Mildred Harris, authors of *Co-Respondent Unknown,* on the ground that sequences and situations in the play were lifted from a script of his own entitled *Tonight I'll Dream.*

Kane Signed by U. of Mich.

ANN ARBOR, Mich., April 4.—Whitford Kane has been signed by the University of Michigan here to assist as guest director of the Michigan Repertory Players during the summer session of the school. He has been associated with the New York Theater Guild and the Goodman Theater in Chicago and has been prominent in work for the New York University and the University of Washington.

Special advanced and intermediate work in stagecraft is another course of study to be given by Alexander Wyckoff, of New York, who has been art director of the Players for several seasons. Evelyn Cohen again will act as costume director.

WPG Biz Improves 250% Since Split With CBS

ATLANTIC CITY, April 4. — Proof that Radio Station WPG is a valuable publicity asset to the resort is shown in report that since station was taken over from Columbia Broadcasting System last July and put under city management business has increased 250 per cent.

In report compiled by General Manager Norman Reed it was pointed out that altho station has not to date made itself self-sustaining, it is nearer that point than ever before in its history. He added if the business improves within the next six months at same rate as last six, the station will come into its own. Funds for operation at present are being taken from general advertising and publicity account. WPG will use WOR and the Mutual System during the summer to broadcast local programs to a wider area.

"Horse" Clicks Down Under

MELBOURNE, Australia, April 4.—Alex Yokel's *Three Men on a Horse,* produced in association with J. C. Williamson, opened to encouraging press notices in Melbourne March 21. Five American actors, including Gay Seabrook and Jonathan Hole, are in the play, which seems assured of financial success. Tho some of the critics objected to a few of the situations, the men from down under greatly relished the proceedings as a whole.

From Out Front

By EUGENE BURR

The Dramatists' Guild has for a long while now seemed both aristocratic and autocratic in its dealings with other branches of the theater. The occasions upon which the playwrights have refused to join their brethren in causes for the common good have been legion. The first to come to mind—and one of the most important—was during the agitation several years ago for a state-controlled censorship of the stage. The theater, at last galvanized into action by such a threat to its freedom, its self-respect and its adult standing, formulated a self-censoring plan so thoro and workable that it staved off all threats of outside interference, at least for the time being. And even now, when outside censorship is threatened, that plan can be indicated as a safeguard of public morals and a very cogent reason for disregarding the foolishness and superfluity of outside meddling.

All groups of the theater united in the formulation and passage of that plan—except the playwrights. Actors, managers, stagehands, musicians, everyone connected with the theater supported it—but not the playwrights. The playwrights, it seemed, were against censorship in any form, even self-censorship, so in righteous indignation they withheld their support. It was a perfect example of the dunderheaded intellectualism that has marked their organization, a perfect illustration of the difference between intellectualism and intelligence. If that plan had not been presented and passed, the chances are that an outside censorship would have been imposed. The theater's plan made provision for judgment by an impartial and intelligent jury; the effects of outside censorship are too well known to need discussion. Yet the playwrights, enthroned snugly on their cardboard Parnassus, refused to compromise. It is not their fault that their plays are not, even now, being slashed, hacked and ruined by a politico-religious censorship machine.

Much the same attitude, it seems to this corner, is shown in the new contract which they drew up and expected the managers to sign. That contract reduced the managerial share in picture rights to a fraction of its former amount, and in effect sounded the economic death knell of any manager rash enough to sign it.

Without doubt the playwrights were, in the abstract, right; the plays are their own brainchildren; the managers merely furnish physical production; surely the writers are entitled to the major share of secondary rights. But, as usual, the dramatists went about blissfully blind to the world around them. While it is perfectly true that they are the creators of their plays, it is also true that the producer very often is the direct cause of more than half of the amount of the film offers. It is, in many cases, his productions which bring the tremendous prices that film companies are willing to pay. Cases could be cited endlessly of plays, offered small amounts in their pre-production days, which brought young fortunes from films after they were produced.

And in certain cases the manager adds more to the play than does the author. Take the example of *Dead End,* a primitive, naive, cheap and childish melodrama, which received so magnificent a production that it actually, for a moment or two, appeared to be an important play. Or take the cases of fine plays which demand courage and honesty from their producers. *Winterset,* for example, demanded a great deal of belief, bravery and out-and-out idealism from Guthrie McClintic, who presented it—yet *Winterset,* produced, was worth many times what it would have been if it had forever remained in manuscript. Surely Mr. McClintic is entitled to a good share of the amount he added to the play's film price thru his honesty and courage.

Playwrights, by killing off producers—or middlemen, as they are sometimes called—are killing, literally, a source of great income to themselves, even at the old 50-50 share in the film rights.

The one encouraging thing about their recent demand has been that it tended to tie the managers together, making of the League of New York Theaters a strong and unified managerial body. If the managers could get together, once and for all, in a powerful group, strong enough to keep members rigidly in line, it would be one of the best things that has happened in many years, both for the managers and the theater.

Robert Garland, of *The World-Telegram,* recently contributed one of the funniest critical comments on record. He objected to the award of the critics' palm to *Winterset,* and said that his brethren had voted rather for Burgess Meredith's performance than for Maxwell Anderson's play. Mr. Garland himself had voted for *Idiot's Delight,* Robert E. Sherwood's confused and ineffective setting for a song-and-dance session from Alfred Lunt.

Nominees Set For AEA Slate

●

Committee picks administration ticket for council —opposition, maybe

●

NEW YORK, April 4.—The nominating committee which was elected at the last Equity general meeting met this week to draw up the regular slate of candidates for election to council posts, the elections to be held at the annual meeting, which will take place late in May or early in June. Since the administration managed to elect the nominating committee, the regular ticket is again the administration slate. Whether or not a rival set of nominees will be offered by the opposition has not as yet been made known.

The nominating committee chose the following to run for the regular council posts, 10 of the 50 councilors being chosen each year for five-year terms: Beverly Bayne, E. J. Blunkall, Robert T. Haines, Maida Reade, J. Malcolm Dunn, Richard Sterling, Clyde Fillmore, Reed Brown Jr., Robert Keith and Bretaigne Windust, the first six being incumbents. As alternates the committee chose Katherine Warren, Dudley Clements, Richard Whorf and Lily Cahill.

Since opposition slates have in the past been defeated by administration candidates, it is expected that even tho an opposition list enters the field the regular nominees will be elected. At the election of the nominating committee there was a bitter fight, with the administration people winning out. Opposition leaders objected to the fact that the names of administration candidates were handed out at the door, while those favoring the opposition were not allowed to speak. Frank Gillmore, Equity president, replied that names of opposition candidates had been handed out the previous year, and refused to allow discussion, basing his decision on precedent.

Ancient English Play Given

LONDON, April 4. — Henry Medwell's *Fulgens and Lucrece,* first performed in 1497 before a group of Flemish ambassadors to London, and regarded by some students as the first English comedy, was produced in London March 23 by the Group Theater. The manuscript, lost for about 400 years, was found in 1919 hidden away in a salesroom. It is the property of the Huntington Library of San Merino, Calif.

Three Theaters on Block

NEW YORK, April 4. — A foreclosure action calling for the sale, some time in April, of the Bijou, Astor and Morosco theaters on 45th street west of Broadway was okehed March 26 by Philip J. McCook, justice of the New York Supreme Court. City Investing Company, which holds a second mortgage of $1,250,000 on the three houses, entered the proceedings. Metropolitan Life Insurance Company holds the first mortgage of $1,000,000. Change of ownership is not expected to inconvenience any shows which might be playing the theaters when the auction takes place. Defendants are the Astor, Bijou, Morosco Realty Corporation, Walter Reade, Cora Harris and the 245 West 45th Street Corporation.

"Road" Plays Utica Date

UTICA, N. Y., April 4.—On the advice of Corporation Counsel Bartle J. Gorman, city officials of Utica, including Mayor Corrou and Public Safety Commissioner Harry R. Beebe, agreed to let *Tobacco Road* be shown Tuesday at the Majestic Theater. Corrou's hesitancies were based on protestations made by religious organizations, whereas those of Gorman had to do with failure on the part of the theater management to take cognizance of Fire Department regulations.

Critics Present "Winterset" Prize

NEW YORK, April 4.—Presentation of the first annual award of the New York Drama Critics' Circle will be made tomorrow night at the Hotel Algonquin, where Maxwell Anderson, author of *Winterset*, will be given the silver plaque that represents the honor which the critics voted to confer on his play. Also present will be Guthrie McClintic, producer of *Winterset;* Jo Mielziner, who did the sets; Burgess Meredith and Margo, who play the leads, and Henry Varnum Poor, designer of the plaque.

After the dinner, which will open the festivities, the proceedings will go on the air, being broadcast starting at 10:30 over the NBC Blue network. Among those taking part in the broadcast will be Anderson, the two players (who will do several scenes from the play) and Brooks Atkinson, *Times* critic, who will present the plaque.

OUT-OF-TOWN OPENINGS

"On Your Toes"

(BOSTON)

Musical comedy by Rodgers and Hart and George Abbott. Produced by Dwight Deere Wiman. Music and lyrics by Rodgers and Hart. Staged by Worthington Miner. Choreography by George Balanchine. Settings by Jo Mielziner. Costumes designed by Irene Sharaff. Opened at Shubert Theater March 21.

Cast: Ray Bolger, Luella Gear, Tamara Geva, Doris Carson, Monty Wooley and others.

A satire on the ballet, *On Your Toes* seems to possess all the qualities that go into successful productions. Here to be polished up before making its New York debut, the new Wiman musical is clicking to good business and the customers like it. Approximately four scenes have been cut from the opening show, but these minor eliminations in no way detract from the enjoyable hokum.

Perhaps it is too early to judge the hit possibilities of the song numbers. Only one seemed to register strongly with the first-week audiences and that was *Small Hotel*. Others that may spring to popularity are *It's Got To Be Love, On Your Toes* and *Quiet Night*. Weak spot in entire show is lack of suitable voices to put over the songs.

First honors must go to Ray Bolger, who never worked harder. His rendition of *Slaughter on Tenth Avenue* could sap the vitality of the most hearty of men.

Luella Gear delivered a superb performance as the promoter of a WPA ballet. Her wise-cracking remarks clicked from her first appearance and she had the audience with her thruout. Tamara Geva's burlesque of a ballet queen in the *Princess Zenobia* scene is one of the highlights of a show packed with comedy. Additional honors go to Monty Woolley, who turns in an admirable piece of work as the Russian ballet director, Sergei Alexandrovitch. Doris Carson supplies the romantic interest for Bolger.

Story concerns Phil Dolan, the 3rd, whose mother and dad were hoofers when the Keith circuit was in its heyday. Ma and Pa Dolan decide their boy must quit the stage and go to school. Scene shifts from 1920 to 1936, which finds Dolan a teacher at Knickerbocker University — WPA extension. He is dragged quite innocently into the ballet and from there on the sequences offer material for hilarious satire on the business of producing ballet. It's hokum satire and the audience goes for it in a big way.

The sets are elaborate but not too gaudy, costumes designed with care to fit the situations and dance routines produced with skill without overlooking the comedy touches.

Show is here for 18 days. POWELL.

Salmaggi Opera Again

NEW YORK, April 4.—Alfredo Salmaggi, whose plans for pop-priced grand opera at the Warner Theater recently did not go thru, goes into the Brooklyn Academy of Music week of April 13. Price range is 24 to 99 cents, claimed to be the lowest ticket scale for grand op in the world. Luisa Franceschi (Louise Frances Bickford) makes her American debut April 15 in *Lucia*.

The New Plays on Broadway

CIVIC REPERTORY

Beginning Monday Evening, March 30, 1936.

BITTER STREAM

A play by Victor Wolfson, based on the novel "Fontamara," by Ignazio Silone. Directed by Jacob Ben-Ami, in association with Charles Friedman. Settings designed by Cleon Throckmorton, constructed by Edwin V. Schulz, and painted by Cleon Throckmorton, Inc. Lighting by Leslie Urbach. Presented by the Theater Union.

Pelino	Carlo Conte
Sorcanera	Frances Bavier
Losurdo	Robert Harris
Michel Zompa	Charles Jordan
Della Croce	Walter Beck
Baldissera	Frank Conlan
Elvira	Lili Eisenlohr Valenty
Berardo	Albert Van Dekker
Teofilo	David Hoffman
Maid	Millicent Green
Lisabetta	Hester Sondergaard
The Promoter's Wife	Marjorie Wood
Scarpone	Vincent Sherman
Don Abacchio	Malcolm Lee Beggs
Promoter	Sidney Packer
Don Circonstanza	Lee J. Cobb
Blackshirt	Jerry Sylvan
Fillipo	Sydney Mason
Farmers From Sulmona:	Franklin Heller, Harry Levian
Inspector	Manart Kippen
The Stranger	John Boruff
Blackshirt	Sidney Packer
Santo	Carlo Conte
Rosalia	Millicent Green
Angelina	Marjorie Wood
Goriana	Harry Levian
Prison Guard	Malcolm Lee Beggs
Farmer	P. A. Xantho

BLACKSHIRTS, FARMERS—Harry Davis, Sidney Packer, Edward Mann, Sam Gordon, Rolla Normund, Paul Marian, Billy Dunkley.

WOMEN OF FONTAMARA—Regina Kahn, Lizzie Cubitt.

The action of the play takes place in Italy during the first decade of the Fascist regime.

ACT I—Scene 1: The Square of Fontamara. Evening. Scene 2: Promoter's House at Fucino. Next Day. Scene 3: An Alley at Avezzano. Later the Same Day. ACT II—The Square of Fontamara. A Few Days Later. ACT III—Scene 1: The Prison at Fucino. That Evening. Scene 2: The Same. The Next Morning. Scene 3: The Same. A Few Days Later. Scene 4: The Square of Fontamara. Some Time Later.

It is a strangely disappointing play that Victor Wolfson has made from *Fontamara,* Ignazio Silone's indignantly anti-Fascist novel. Under the title of *Bitter Stream* and the aegis of the Theater Union, it came to the Civic Repertory Theater Monday night with much of its indignation muffled and all of its stirring emotionalism lost.

That in itself is not necessarily strange; the queer thing is the sense of disappointment coupled with the many definite merits that Mr. Wolfson has woven into his script. The play contains pathos and humor—a great deal more humor than the average crusading drama; it has interest; its excitement occasionally sears hot across the minds of the spectators; it attacks with less special pleading than might be expected a strong and evil force that surges thru the world today. Above all—and this is surely an unexpected asset in a Theater Union production—it sings no obvious paeans in praise of this or that particular left-wing movement, contenting itself with depicting a horrible condition and sketching in, just sketching in, the outlines of a possible cure. Yet, despite all that, its total effect is disappointing.

The action concerns itself with the villagers of Fontamara, driven from their little farms by the Fascist idea of efficiency and strongly centralized control. Their plight is pitiful, and it is made even more so when the government decides to change the course of the little stream which waters the few remaining gardens. They go in protest to the town and are there shunted about until they become unwilling and unknowing participants in a demonstration to Il Duce.

Later an agitator for an "underground union" comes to their village and leaves some tracts, which are later found by officials in the hands of Berardo, a recalcitrant farmer. Berardo and the agitator go to jail, and there the organizer tells the simple peasant about the union, and fills his head full of the things that he must do when he gets out. But Berardo, his head spinning, decides that the agitator can do more than he, so he makes a false confession, clearing the other man and implicating himself. He almost breaks under the strain of repeated torturing, but when a government official shows him another leaflet, headed "Bravo Berardo!" he goes bravely to his death.

The final scene shows the people of Fontamara preparing leaflets of their own.

This should, without doubt, be exciting theatrical material, but it is so only in part. Chiefly, the fault seems to be that Mr. Wolfson has disregarded the theater's demands for flesh-and-blood people as the pivots of emotional reaction. Berardo emerges only in the last act as a strong and interesting figure—and by then it is too late. Previously, interest is dispersed by a series of group incidents, most of them too disconnected to obtain full theatrical effect. The play switches sharply in midcareer from the story of the diverted stream to the story of Berardo's heroism, and the fracture leaves it with a dramatically gimpy leg.

Also, despite the interest in the plight of uneducated peasants as they are assaulted by the demands of vague "progress" taking place around them, the theatrical terms used are both simple and naive, Mr. Wolfson making his drama obvious and annoyingly predictable. It all seems just too bad.

The direction of Jacob Ben-Ami does little or nothing to help, turning the second act into something that seems strangely like an opera without music. In this he is helped by Mr. Wolfson, who has furnished a series of episodes that can be neatly divided into tenor solos, duets, recitativi, chorus interludes and quartets in the best opera tradition, and by Cleon Throckmorton, the designer, who has furnished a village square that is unfortunately reminiscent of *Cavalleria Rusticana* at the Met.

The acting, too, is somewhat expansive in the best operatic tradition, with Albert Van Dekker, as Berardo, laying it on a bit thick. Lili Eisenlohr Valenty, who was driven from Germany by the Nazi horror, plays the submerged heroine with great attention to detail, thereby appearing an actress who is quite obviously trying to be an inarticulate peasant. The result is that the character emerges as not entirely distinct from Hattie, the village gal whose mind never quite grew up. Some of the others give excellent performances, among them Lee J. Cobb, Vincent Sherman, John Boruff, Manart Kippen, Frank Conlan and Frances Bavier. The Theater Union, however, has indulged in some of the worst makeup yet seen on the professional stage, greasepaint and whiskers being plastered on so thickly and obviously that the proceedings take on occasional tinges of *Murder at the Old Red Barn*. EUGENE BURR.

BROADWAY RUNS

Performances to April 4, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep)	Mar. 30	8
Boy Meets Girl (Cort)	Nov. 27	154
Call It a Day (Morosco)	Jan. 28	83
Children's Hour, The (Elliott)	Nov. 20	585
Co-Respondent Unknown (Ritz)	Feb. 11	63
Dead End (Belasco)	Oct. 28	186
End of Summer (Guild)	Feb. 17	56
Ethan Frome (National)	Jan. 21	87
First Lady (Music Box)	Nov. 26	155
Fresh Fields (Empire)	Feb. 10	64
Idiot's Delight (Shubert)	Mar. 24	15
Lady Precious Stream (49th Street)	Jan. 27	80
Libel! (Miller)	Dec. 20	123
Love On the Dole (Longacre)	Feb. 24	48
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan. 13	96
Mulatto (Vanderbilt)	Oct. 24	189
Night of January 16, The (Ambassador)	Sept. 16	232
One Good Year (Fulton)	Nov. 27	151
Postman Always Rings Twice, The (Lyceum)	Feb. 25	47
Pride and Prejudice (Plymouth)	Nov. 5	178
Russet Mantle (Masque)	Jan. 16	92
Saint Joan (Beck)	Mar. 9	32
Three Men on a Horse (Playhouse)	Jan. 30	505
Tobacco Road (Forrest)	Dec. 4	1010
Victoria Regina (Broadhurst)	Dec. 26	117
Musical Comedy		
Follies (Winter Garden)	Jan. 30	73
Jumbo (Hippodrome)	Nov. 16	201
May Wine (St. James)	Dec. 5	140
Scandals (New Amsterdam)	Dec. 25	118

"Fencing Master" Gets Brace Of Trial Showings at Jolson

NEW YORK, April 4.—Reginald de Koven's *The Fencing Master,* a relic of the swashbuckling school of operetta, was presented for two performances this week at the Jolson Theater by the New York Light Opera Guild, under the direction of John Hand. Outfit is organized to give a chance to young hopefuls who want to be heard, with the additional hope that its productions may go in for runs if the returns on the original performances warrant. Chances of a *Fencing Master* run are slight.

Music is pretty and lilting, but reminiscent of light operas that went before, particularly several in the Savoy series. The plot is all about a lass who swashbuckled around Venice in tights, only to be revealed as a gal when she swooned in the last act. It's to be noted that tights, in most light opera instances, do more to reveal than to disguise the gender of the wearer.

As for the talent, it was in general a pleasant surprise, some nice voices and some excellent stage personalities being unearthed for future reference. As a matter of fact, the three companies which are at present announcing Gilbert and Sullivan repertoires for the near future (with the same singers being announced for each company) could do worse than to consider some of the talent that appeared at the Jolson. That would at least prevent the somewhat startling spectacle of Herbert Waterous heaving his bulk into the part of Pooh-Bah in three separate theaters in the same evening.

Julie Travers played the be-tighted heroine pleasantly, giving an uneven performance, but one that was in general quite charming. Daniel Harris showed off an excellent baritone, while Robert Phillips did well in the tenor role. Renee Norton, in addition to possessing an excellent and well handled mezzo-soprano, also possesses a canny stage sense and a great deal of personality.

John Hand conducted the orchestra. Performances were given Tuesday and Wednesday nights. EUGENE BURR.

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Exhibitors' Organizations

Some time around May 1 MPTOA will choose representatives of its organization to meet distributor men in New York for a discussion of trade practices and ethics, according to a statement made Monday, March 30. Among points slated to come up in the confab are the setting up of local authorities with power to air complaints; an increase in film cancellation privileges from 10 to 20 per cent; zoning and clearance policies; unethical trade practices such as harmful low admission charges and overbuying; the tendency to force acceptance on exhibitors of shorts together with features, etc. Expected to take a part in the powwow are Ed Kuykendall, president of MPTOA; Morris Loewenstein, secretary; O. C. Lam, of Rome, Ga.; Samuel W. Pinanski, Boston; Charles E. Williams, Omaha, and Jack Miller, Chicago.

Kuykendall recently returned to his home at Columbus, Miss., from Washington, where he had been in connection with the Pettengill Bill. It is expected that he will attend the Tri-State Exhibitors' Convention at Memphis, Tenn., April 5 and 6, in which case he will not come to New York before the latter part of the month.

Altho members of ITOA's board of directors at a meeting recently held in the Hotel Astor elected Harry Brandt to run for president once more, he has stated that he will not do so. According to Brandt, his refusal is motivated by the fact that distributors, producers and exhibitors somehow cannot get together and recognize the work done by ITOA.

A campaign against collection of score charges has been initiated by MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware with a letter to George J. Schaefer, United Artists' executive, in which the practice is protested and labeled as a policy of retrogression. Other notes were sent to distributors, asking them to co-operate by protesting to U. A.

ITOA, thru its legal counsel, Messrs. Weisman, Quinn, Allen & Spett, has begun its battle against the distributor practice of forcing exhibitors to consent to take shorts in order to secure features. The case which brought matters to a head and precipitated the squabble involved a claim of $61 brought by RKO Distributing Corporation against the Ridgewood Amusement Company, operator of the Star Theater, Brooklyn. The defendant, in filing its answer, alleged that it had been obliged to take the short as the only method of securing features, and further charged that other major companies, notably MGM, Fox, Paramount, Warners, Universal and Columbia, used the same tactics. According to ITOA counsel, violation of the State anti-trust and monopoly laws is involved. It is anticipated that proceedings against major exhibitors will soon be opened by a federal court action.

MGM's request that 10 of its films included in the 1935-'36 program be canceled from the contract in return for eight others has been okehed by Northwest Allied. Most exhibitors around Minneapolis and St. Paul have already acknowledged their willingness to co-operate. S. G. Lebedeff, vice-president, stated that the quality of the substituted films would probably be as good or better than those withdrawn. Among the latter is included *The Great Ziegfeld.*

Northwest's convention is scheduled for April 20 at Minneapolis.

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"MOONLIGHT MURDER"

(MGM)

TIME—68 minutes. RELEASE DATE—March 27.

PLOT—A famous Italian tenor singing in the Hollywood Bowl dies in the midst of a performance. A brash young detective, with the aid of the niece of the doctor, who has been the tenor's best friend, solves the case eventually thru practically no fault of his own. Many people, as usual, are implicated thru various possible motives for the crime. Before the solution the dancer who has been the tenor's inamorata, is also killed. No fair printing solution, but it may be remarked that opera in the Hollywood Bowl is evidently sung thru a mike—and they still call it opera.

CAST—Chester Morris, Madge Evans, Leo Carillo, Frank McHugh, Benita Hume, Grant Mitchell, Katherine Alexander, H. B. Warner, J. Carroll Naish, Duncan Renaldo, Leonard Ceeley and Robert McWade. All okeh.

DIRECTOR—Edwin L. Marin. Lacks pace.

AUTHORS—Screen play by Florence Ryerson and Edgar Allen Woolf, from an original by Albert J. Cohen and Robert T. Shannon. So-so.

COMMENT—A slow-pace flicker for a mystery meller, despite the needless crowding of incident injected in order to keep amateur sleuths off the track. Solution disappointing. A minor mystery item.

APPEAL—Mystery addicts.

EXPLOITATION—The central situation.

"SNOWED UNDER"

(WARNER)

TIME—60 minutes. RELEASE DATE—March 28.

PLOT—George Brent, a playwright, is working on a third act of a show and must get the script in on time. Hiding away in his Connecticut home, the peace he needs so much is disturbed by the unexpected arrivals of his first wife, his current alimony-seeking wife and a young girl neighbor. The sheriff and the alimony lawyer come up, too. There ensue farcical situations, winding up finally with the lawyer and the girl in each other's arms, the playwright and his first wife reconciled and the script finished in time.

CAST—George Brent, who is okeh. Genevieve Tobin, who steals the show with her swell characterization of the first wife. Glenda Farrell and Frank McHugh are good at comedy relief, of course. Patricia Ellis, John Eldridge, Porter Hall and Helen Lowell are okeh.

DIRECTOR—Raymond Enright. Did a nice job with light material.

AUTHORS—F. Hugh Herbert and Brown Holmes, adapted from *The Liberty Magazine* serial.

COMMENT—Very light farce. Unpretentious, but amusing right along. Your customers won't rave about it, but neither will they demand their money back.

APPEAL—General.

EXPLOITATION—*Liberty Magazine* is the only special exploitation angle.

Film Consensus

Below are listed the films reviewed in last week's issue of The Billboard, together with a tabulation of the critical vote. Papers used in the tabulation include The Times, Herald-Tribune, News, American, Mirror, Post, Sun, World-Telegram and Journal among New York dailies, and Film Daily, Motion Picture Daily, Motion Picture Herald, Hollywood Reporter, Picture Business, Box Office, Harrison's Reports, Daily Variety, New York State Exhibitor, Film Curb, Showman's Round Table, Variety and The Billboard among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
The Milky Way (Paramount)	19	0	0	"One of the season's ace attractions."—M. P. Daily. "Brimful of fun thruout."—Picture Business.
Sutter's Gold (Universal)	4	7	3	"Rambling and unimpressive."—Herald-Tribune. "Lacks general appeal."—Showmen's Trade Review.
Preview Murder Mystery (Paramount)	15	0	2	"Unusually entertaining."—Film Curb. "Thrilling murder mystery."—Box Office.
Everybody's Old Man (20th-Fox)	12	2	5	"Enjoyable entertainment."—M. P. Daily. "Very good."—Harrison's Reports.
Brides Are Like That (Warner)	12	5	2	"Hilarious comedy."—Box Office. "Limited box-office possibilities."—Variety.
Every Saturday Night (20th-Fox)	13	1	3	"Pleasant family entertainment."—Harrison's Reports. "Brimful of fun."—Picture Business.
It's a Great Life (Paramount)	0	2	4	"Good enough supporting."—Variety. "Fair entertainment value."—The Billboard.
Doughnuts and Society (Mascot)	2	3	3	"Nice bit of entertainment."—Film Curb. "Makes the duals."—The Billboard.
Western Courage (Columbia)	2	1	0	"Nothing to this one but the horse."—The Billboard.

News of the Week

Officers of MPPDA, without exception, were re-elected March 30 at the organization's yearly meeting in New York. It was expected that some changes would result owing to the recent shake-up in the executive department of the association. Chief officers continue to be Will H. Hays, president; Frederick L. Herron, treasurer; Carl E. Milliken, secretary, and George Borthwick, assistant secretary.

Hays, in his annual address, reported very favorably on the talent and standards of the motion picture industry.

Before Nat Levine, president of Republic Prod., Inc., left for a vacation at Honolulu last week he scotched rumors to the effect that he contemplated resigning from the company. This is particularly so, he said, in view of the fact that he owns a 50 per cent interest in the organization. According to his statement, Republic is very gratified over recent progress in both production and sales.

The Ambassador Theater in St. Louis, a house which figured prominently in the recent St. Louis imbroglio involving a charge of restraint of trade by the government against major companies, has been reopened as a second-run house after having been shut for two days. Fanchon & Marco interests decided on this action when notified by the controlling property interests that unless operation was resumed the lease on the Ambassador and the New Grand Central, also an F. & M. house, would be declared invalid.

A meeting at the Waldorf-Astoria Hotel, New York, March 30, attended by Nat Levine, W. Ray Johnson and other executives of Republic Films, elicited the information that 26 features are planned for next season. Other activities call for the assembling of a stock company and a lookout for new stories.

Now that Joe E. Brown, of Warners, will be able to work for Loew some time around the end of the summer, David L. Loew, recently arrived in New York from Hollywood, will conclude plans for distribution of those features which will star the comedian. Current arrangements call for a series of six productions to be finished in two years.

The $444,000 conspiracy action brought by State Theaters, Inc., of Lincoln, Neb., against Universal, MGM, Warners, Paramount, RKO, United Artists, Twentieth Century-Fox and Lincoln Theaters Corporation will open April 27 in the Lincoln Federal Court. The litigation was begun by G. L. Hooper, who is the chief stockholder of the plaintiff company, and the Monroe family, managers of the house. It is understood that Carl Bard, an executive of Independent Theaters, Inc., who was responsible for producing much of the evidence in the case, will file a suit on the same ground against the identical defendants some time after the present tangle is ended.

By a vote of 32 to 26, the New Jersey Legislature defeated the tax bill providing for a 4 per cent levy on gross receipts of theaters and other places of amusement. The bill has come up four times in various forms and is probably knocked on the head for good.

Spyros Skouras, of Fox Theaters, has completed a contract with Paramount whereby product of the latter company will be released thru Skouras houses for the seasons of 1936-'37 and 1937-'38.

Last week at Albany three measures of interest to the motion picture industry failed to get out of committee. They are the Moran Bill, which sought to place a tax of one mill on each foot of film; the Crews Bill, which provided for a rest day for firemen and engineers in theater houses, and the Dix Assembly Bill, calling for a half-minute film showing the location of fire exits.

Walt Disney, with Singer's midgets as characters for Mickey Mouse cartoons, will begin a two-week tour for Fanchon & Marco, beginning about the middle of April. Current plans call for a two-hour show under a one-ring top, the tour to begin on the Coast.

"BOULDER DAM"

TIME—70 minutes (WARNER) RELEASE DATE—March 7.

PLOT—Rusty Noonan kills his boss, a garage superintendent, in a fight, and escaping, goes west. While he is starving at Las Vegas, he is befriended by Ann Vangarick, a night club singer, who takes him home to her family, where he is made right at home. Her father is a boss on Boulder Dam, and Rusty, under an assumed name, tries to get a job there. It seems, tho, that the employment window is always closed in his face; he resolves not to try again, but gives in because of Ann, which person he would like to marry. Soon after he does get a job he saves 100 men and considerable work by saving a runaway dynamite truck. Later he rescues a rival for Ann's hand who had previously confronted Rusty with his past and threatened exposure. Together they tell the construction chief of the murder and all ends happily as lawyers are brought up from the rear.

CAST—Ross Alexander, Patricia Ellis, Lyle Talbot, Eddie Acuff, Henry O'Neill, Egon Brecher, Eleanor Wesselhoeft, Joseph Crehan, Olin Howland, Ronnie Cosby, William Pawley, George Breakston. Alexander miscast as the would-be tough and cynical mechanic. Rest so-so.

DIRECTOR—Frank McDonald. Average job. Direction didn't do anything to stop the story from sending a telegram after the first 15 minutes. Boulder Dam shots couldn't help but be impressive.

AUTHORS—From a story by Dan Templin. Screen play by Sy Bartlett and Ralph Block. Formula stuff.

COMMENT—Warner ability to take a news subject and make a good yarn of it didn't work this time.

APPEAL—Men.

EXPLOITATION—The Dam.

"SONG OF THE SADDLE"

(FIRST NATIONAL)

TIME—58 minutes. RELEASE DATE—February 29.

PLOT—Seems the boys in Hollywood are unable to conjure up anything new in Western yarns. This one is another tale of revenge wherein Frank Wilson Jr., played by Dick Foran, returns to the West to square accounts with the villain who killed his father some 20 years back. The situations are worked out well with plenty of good bandits, action and a few songs sung by Foran thrown in.

CAST—Dick Foran, Alma Lloyd, Charles Middleton, Addicon Richards, Eddie Shubert, Monte Montague, Victor Potel, Kenneth Harlan, Myrtle Stedman, George Ernest, William Desmond, Julian Rivero and Bonita Granville. Latter, the kid who clicked so tremendously in *These Three,* in a minor role here.

DIRECTOR—Louis King. Thoroly adequate.

AUTHORS—Story and adaptation by William Jacobs. A few pleasing tunes by Jack Scholl and M. K. Jerome.

COMMENT—A good one of its kind.

APPEAL—Surefire for the fans, and possibly some outside draw.

EXPLOITATION—Difficult in that a routine job will not do it justice.

"FIRE TRAP"

(EMPIRE)

TIME—60 minutes. RELEASE DATE not given.

PLOT—Young Farnsworth, building inspector for a fire insurance company, notices while looking over his reports that his employer, Mr. McIntyre, has falsely appraised a warehouse—jacking up the previous year's report by a couple of digits. McIntyre's partner in crime is Mr. Marshall, an importer of perfume and father of Betty, whose dog Farnsworth has saved from death in a burning building. McIntyre, sensing that Farnsworth is aware of his illegal operations, is persuaded by Marshall to treat the young fellow with great consideration. He is invited to parties and spends a few days with the McIntyre-Marshall circle at a country estate. Farnsworth rebuffs all efforts to lull his conscience into asquiescence, and further complicates matters by falling in love with Betty, to the annoyance of McIntyre. Latter finally sets fire to the warehouse, and is pursued by Betty and Farnsworth, who are nearly burned to death in attempting to prevent the conflagration. McIntyre is apprehended by the police, thus removing the last obstacle in the way of the loving couple. The plot, however, forgets about Betty's father, who is implicated also.

CAST—Norman Foster, Evalyn Knapp, Sidney Blackmer, and "Corky," a dog. Fair.

DIRECTOR—Burt Lynwood. Exciting fire sequences toward end.

AUTHOR—Screen play by Charles F. Royal. What's happened to father?

COMMENT—Routine effort.

APPEAL—General.

EXPLOITATION—Fire-bug angle supported with the better shots.

"THE JESTER KING"

(CAPITANI)

TIME—65 minutes. RELEASE DATE not given.

PLOT—A historical bit showing Ferdinand II as a jocular 19th-century King of Italy. For some reason not very clear, in view of the amiable characteristics invested in the screen version of the monarch, the Carbonari of Naples decide to dethrone him. Foremost among the plotters is the beautiful daughter of a man killed years ago by order of the King. Ferdinand discovers the intrigue, but does not punish anyone because the developments of the plot bring him to a realization of the future greatness of Italy. (Mussolini is now a movie magnate.)

CAST—Armando Falconi, a good comedy actor, as King Ferdinand. Luisa Ferida, Diane Lante and Maria Denis, three attractive Latins, as the women conspirators; and Mario Pisu, Luigi Pavesi and Luigi Cimara.

DIRECTOR—Enrico Guazoni. Light touch, and better technique than usual in Italian films.

COMMENT—Fair entertainment. Production is supposed to have cost $1,000,000.

APPEAL—English titles should account for some American draw.

EXPLOITATION—Touted as the first of a series of pictures intended to establish Italy as significant motion picture producing entity.

"COMIN' 'ROUND THE MOUNTAIN"

TIME—55 minutes. (REPUBLIC) RELEASE DATE not given.

PLOT—Gene Autrey, pony express rider, carrying money needed by Dolores Moreno to pay taxes on her ranch, is knocked out and robbed by bandits. Autrey suspects the men to be cohorts of Matt Ford, breeder of thorobred horses and suitor for the hand of Dolores. Ford, making a deal with Caldwell, supervisor of the pony express, for the sale of a quantity of thorobreds, is prevented from consummating the contract when Autrey offers to prove the superiority of the wild mustangs on Dolores' ranch to Ford's horses. Despite crooked tactics on the part of the Ford riders, Autrey wins the race with El Diablo, a mustang reputed to be a killer, but tractable when ridden by Autrey who had once saved the animal from wolves. The stolen money is recovered when one of Ford's men falls during the running. Dolores gets the contract for supplying the express with animals, Ford goes to jail and the principals marry.

CAST—Gene Autry, Ann Rutherford, Smiley Burnette, Roy Mason and Champion, a horse.

DIRECTOR—Mack Wright. The horse yarn and other elements of the plot never fuse well, but accent on the animal sequences easily lifts the production out of the usual run of Westerns.

AUTHORS—Screen play by Oliver Drake and Stuart McGowan, from original story by Oliver Drake.

COMMENT—Film contains one of the best horse races you are likely to see for a long time.

APPEAL—Properly exploited should draw considerable average trade in addition to horse-opera fans.

EXPLOITATION—Racing shots.

"LUCKY TERROR"

(DIVERSION)

TIME—61 minutes. RELEASE DATE not given.

PLOT—Lucky Carson meets an itinerant medicine show and is persuaded to join the troupe as a marksman, when he learns that Miss Thornton, one of the members, is about to run into foul play in her efforts to secure a mine and gold left by her brother. Lucky is accused of various crimes, including the murder of Thornton, and breaks jail before the court passes sentence. He learns of his acquittal in time to circumvent the criminal activities of the villains. With a posse in back of him lending nothing but moral support, Lucky renders the bandits null and void one by one. Uusual ending.

CAST—Hoot Gibson, Lona Andre, Charles Hill, Art Mix and Wally Wales.

DIRECTOR—Alan James. Spotty, but a few sequences nicely done, particularly those in which the medicine show spieler figures.

AUTHORS—Screen play by Alan James and Roger Allman.

COMMENT—Contains the average amount of nonsense, but is enlivened here and there with touches of humor more genuine than that seen in most films of the type.

APPEAL—Horse-opera devotees.

EXPLOITATION—Med show angle may help regular routine.

"THE MYSTIC MOUNTAIN"

(LENAUER)

TIME—79 minutes. RELEASE DATE not given.

PLOT—In the Alps a German kills a Frenchman's dog, so the Frenchman, in revenge, abducts a German girl and carries her to his village. There he falls in love with her, and she, in order to get vengeance of her own, pretends to reciprocate. She gets the village idot to set fire to the town, and the idiot, finding her in her captor's arms, locks the door, sets the building afire and leaves them to burn.

CAST—Dita Parlo, G. Vital, N. Sibirskaia, Lucas Gridoux, A. Boverid and others. In general the minor characters do better than the two leads, tho latter are okeh, too.

DIRECTOR—Dimitri Kirsanoff. More interested in pictorial beauty than in development of plot.

AUTHOR—Screen play by Benjamine Fondane. Could have been a poignant peasant tragedy, but lacks all deeper implications, sticking only to surface melodrama.

COMMENT—One of those foreign efforts in the "almost" category. Just misses artistic success, partly because of its overwhelming interest in the pictorial. Never had a chance for popular appeal, particularly on this side. Dialog is in French.

APPEAL—Little or none for American audiences. An in-and-outer for the scattered foreign art spots.

EXPLOITATION—Some of the beautiful shots.

"EVERYBODY'S WOMAN"

(NOVELLA)

TIME—88 minutes. RELEASE DATE not given.

PLOT—Using a flash-back technique, this Italian film shows Gaby Doriot, screen actress, re-living her life while physicians administer ether preparatory to an operation intended to save her life after she had attempted suicide. Her beauty was the cause of a series of domestic tragedies, beginning with her schooldays when a professor deserted his family on her account. The next development shows her with the Nanni family, presumably as a domestic. Leonardo and Roberto, father and son, become infatuated, and mother Nanni, an invalid, does her bit by committing suicide. Gaby and Leonardo now seek to forget by traveling, but Leonardo is jailed for appropriating his firm's money. When freed years later, he sees Gaby's name in electric lights, and is fatally injured by an auto while repeating her name. Gaby learns of this and sends for Roberto. When she finds he is married she commits suicide. Operation was unsuccessful.

CAST—Isa Miranda, Memo Benassi, Tatiana Pavlova and Federico Benfer. Well done, but the constant misery palls.

DIRECTOR—Max Ophuls. Must have taken a lot out of him.

AUTHOR—Based on novel by Salvator Gotta.

COMMENT—No relief from a mood so somber that it becomes monotonous.

APPEAL—English titles, which can be added easily, should draw some of the morbid, in addition to Italian trade.

EXPLOITATION—Her fatal beauty.

Conducted by SIDNEY HARRIS——Communications to 1564 Broadway, New York City.

Indie Circuit Sets Plans For Bigger Third Season

Hirst reveals Midwestern offers of theaters—Somerby says Howard, Boston, continues with Indie—comics to have scenes protected—other circuits still rumors

NEW YORK, April 4.—Despite the rumors of other circuits, principally the reported Max Wilner-Sam Scribner venture and more recently the rumored circuit plans of Ed Ryan, the Independent Burlesk Circuit so far continues to be the only actual circuit. Going into its third season, the Indie wheel has additional plans for the new season, with members of the wheel expecting it to embrace the Western territory. Elaborate plans are being laid for next season, plans entailing the production of the shows and the general expansion of the circuit. An optimistic outlook for the circuit was expressed by Issy Hirst, president of the circuit; Al Somerby and Harry Brock, who met here Tuesday.

Hirst revealed that both Brock and himself, who are partnered in several theaters, have been offered several Midwestern theaters for operation themselves, in addition to other theaters which desire to be a part of the wheel. Furthermore, that it appears evident that all of the present members of the venture will continue on for next season also. Somerby definitely stated that his Howard, Boston, would continue with Hirst and there was no plan to make it any part of the rumored Ryan circuit.

One of next season's plans concerns comics and their material. It is Hirst's idea to protect material with which comics working for him are identified. When comics are engaged next season they will be expected to submit their scenes and if known to be their established material, no other comic on the circuit will be permitted to do them. Furthermore, Hirst will engage material writers to bring in new material.

The Indie shows will stop going around for the summer about May 1, depending on the weather. At the present time the wheel comprises the Bijou, Philadelphia; Republic here; Werba's Brooklyn; Empire, Newark; Howard, Boston; Worcester, Worcester; Gayety, Washington, D. C.; Gayety, Baltimore, and Hudson, Union City. Also, two Pennsylvania one-nighters, Allentown and Reading. The Variety, Pittsburgh, closed by the flood, will reopen April 12, while the other one-nighters affected by the flood will remain closed for the balance of the season.

Minsky Show Sets Philly Record; Gets 3 More Weeks

PHILADELPHIA, April 4.—*Life Begins at Minskys* wound up its week at Fay's Theater here Thursday night with about a $9,000 gross, a house record. As a result of its showing, the former Miami Beach burlesque show has been given three more weeks of vaude.

The show will go into Reading April 11 for a week and then into Norfolk, week of April 24, and Richmond, week of May 1.

Due Credit

NEW YORK, April 4.—Commenting editorially on the death of Paul McCullough, The Sun last week revealed that most of the newspaper accounts made no mention of the burlesque background of Clark and McCullough. Terming this a serious omission, for it was in this field that they were seen at their best, the editorial remarks that burlesque's contribution to legit has been an important one, and that no comedians who came from the field had a better right to promotion or transfer than Clark and McCullough.

Variety, Pittsburgh, Reopening

PITTSBURGH, April 4.—Rehabilitation work at the Variety Theater here has been under way since the flood waters receded. Progress has been slow, the working crew handicapped for two weeks by lack of heat and light. Manager Dave Hamill hopes to get the house ready for reopening April 12, with Ann Corio's show as the initial attraction.

Burly for Grand, Canton, O.

CANTON, O., April 4.—Burlesque will be revived here April 11 after an absence of almost a year when a burly stock company takes over the Grand Opera House. Policy will be two shows daily, with a midnight show every Saturday. Featured comedians will be Max Colcman and Harry Bentley. Hazel Miller will head the feminine contingent. A line of 16 girls will be featured.

Burlesque Reviews

Minsky's Gaiety, New York

(Reviewed Monday Evening, March 30)

This is the eighth week of Abe Minsky operation and business is swell. House is doing four a day and five on Saturday, and the past couple of weeks has added an extra show on Sunday. Packed house when caught.

The reason is undoubtedly in the good shows that Billy Koud has been turning out. Doubling from Minsky's Gotham, Koud is putting on shows that are pleasing in every way. True, the comedy is often old stuff, but production and speed do much to cover this up.

Production numbers show some imagination. The leg number is good, the staircase scene is easy on the eyes and the burlesque on *White Cargo* is okeh. Costumes are neat and the line of 16 girls is worth watching. The girls are young and energetic and some even step out for specialties. Among them are Jerry Devere, doing a waltz clog; Pat Lee, soft shoe; Betty Lee, buck; Ann Bergin, cooch, and Marian Bell, toe veil dance.

Principal women are Mary Woods, nice song and tease; her sister, Virginia, smooth show-stopping teasing; Irene Austin, redhead, singing and pleasing strip; Madge Carmyle, gorgeous platinum blond, strip, singing and even some neat tap dancing; Joan Dare, slender redhead, singing and strip, and Jewel Sothern (Georgia's sister), buxom redhead, expert strip and tease. Miss Dare and Miss Carmyle also did good work in the comedy scenes.

Herbie Faye, from vaude, did a swell job. Knows how to handle comedy lines and situations. Other veterans who had no trouble holding up their end were Charlie McNally, with his effective tramp style, and Bert Marks, with his amusing Hebrew character. Leon Devoe was capable in straight roles and especially in the *White Cargo* bit, while Herbie Barry was okeh as juvenile-straight and Bobbie Burns provided a pleasant tenor voice in several scenes.

The five-piece pit band did good work thruout the show, which moved along without stage waits, thanks to Phil Cohen's managing backstage. Lighting was effectively used, too. Harold Minsky supervises all shows.

Carrying out the policy of using a novelty act with each show, current one has the Minsky Quintuplets, five heavyweight girls doing an amusing song and dance.

Charlie Lauk now managing the house.

PAUL DENIS.

Burly Briefs

MARJORIE LEE opens at the Rialto, Chicago, April 10. . . . Dorothy Dabney opened at the Capitol, Toledo, April 3. . . . Linda and Drigo and Paul Niles opened at the Gayety, Minneapolis, April 4. . . . Milt Schuster traveled to Cleveland over the week-end to confer with George Young, manager of the Roxy Theater, regarding a new cast. . . . Mitch Todd opens at the State, Buffalo, April 10, booked by Milt Schuster.

WOOD SISTERS (Virginia and Mary) left for the Coast Saturday to open this Saturday at the Burbank, Los Angeles, on a run for Popkin & Ringer. . . . Dave Cohn agented the deal. . . . Joe Weinstock returned to New York from Miami Beach Tuesday night. . . . NTG has been after Annette to put her into his vaude unit, planning to have Sammy Gluck stage some dances for her. . . . Annette, tho, has deferred this deal in favor of going on home to Miami for a while. . . . Issy Hirst kidded Nat Mortan about his property in Red Bank, N. J., asking if he could build a theater on it. . . . Dawn De Lees opened at the Eltinge, N. Y., with Billie Bird exiting to go into the Gaiety.

AL SOMERBY, of Boston, came into New York to attend Monday night's testimonial dinner to film business' George J. Schaefer at the Hotel Astor. . . . He stayed over and saw Issy Hirst on Tuesday. . . . Rita Zane is now working night spots around Cleveland, featuring her new deep-sea fantasy, *The Mermaid Princess*. . . . She recently bought a new car. . . . Dolores Leland, Jack Rosen, Mlle. Convey and Dorothy Lawrence replaced by Billie Bird, Nazar-

(See BURLY BRIEFS on opposite page)

U-Notes

By UNO

ESTA ALJA, now at the Gayety, Detroit, next to Buffalo and then to New York, was not forgotten by Detroit burlesque fans. First time back there in two years when she principaled at the Loop, the Avenue and the Gayety, the customers accorded her heavy applause at every performance during the first week of stay.

BETTY BROWN, of former burlesque days, still a patient, now in the Veterans' Hospital, Fort Bayard, N. M., under the family name, Unity Ledbetter.

BORDINE AND CAROL, dance team, with the Wilners for a long time, in their fourth week at the New State Theater, Buffalo, where George Pronath, ex-burly producer, is putting on stage presentations. They are held over four more weeks.

DIANE JOHNSON enjoying one of those held-over record stays at Minsky's Gotham, New York.

MARIAN BAUM, mother of the Lee Sisters (Joan and Marjorie), partnered with Anna Fink, former burlesque ace on the Columbia wheel, in a restaurant concession on West 45th street, New York City.

EVELYN MYERS returned to the Apollo, New York, last week after a fortnight's engagement in Buffalo, and Mae Brown left for her summer home in Lake Hiawatha, N. J.

DANNY MURPHY, in Saranac Lake for a long spell, back to New York looking fine and fit. Whispers of a possible radio engagement. His 20-year-old daughter is a model and Mrs. Murphy a supervisor in a big department store.

BOBBIE MASON and Marcelle Lordan, late of the Eltinge stock, New York, now doing dance specialties at the Green Gables Cafe, Drums, Pa.

MIKE SACHS in receipt of a wire from his daughter, Bella, informing him of a one-year marriage anniversary celebration via a second honeymoon in Bermuda, where she and husband are Bella and Barney Gauner.

SAM FUTERAN, ork leader at the Apollo, New York, suffered a few hundred dollars loss the other day when he found his car, parked outside, stripped of all accessories.

JEAN DELMAR, of the People's, New York, twice gifted by admirers last week with a diamond ring and a bouquet of flowers.

DAILEY TWINS, Eugenie and Evelyn, doing double strips and dance specialties in a downtown New York stock theater.

PAULA LIND or Mrs. Thomas, temporarily off stage and at her home in

(See U-NOTES on opposite page)

MURDER WILL OUT!
MERIT WILL BE RECOGNIZED
★ NADJA ★
Acclaimed by Managers, Critics and Audiences Alike!

JEANNE PARDOU
A New Blonde Stripping Sensation In the East.
See NAT MORTAN.

MAC DENNISON
BROTHER, CAN YOU SPARE A DATE?
Dir. PHIL ROSENBERG.

BILLIE BIRD
CALIFORNIA NIGHTINGALE.
Dances, Sings, Talks, Strips and Plays Guitar and Clarinet.

AL LE ROY
Back East and Doing Straight.
Direction—NAT MORTAN.

BOOTS BURNS
THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

THE NEW SENSATION,
DORE DIXON
Personal Direction TOMMY LEVENE.

LILLIAN DELMAR
TALENT PLUS SEX APPEAL.
Always a Show Stopper.

MARVIN LAWLER
Dancing Juvenile
A HIT ON THE INDEPENDENT CIRCUIT
DIRECTION—PHIL ROSENBERG

NEW—NEW—NEW
DYNA (MITE) DELL
The Hill-Billy Crooning Stripper.

"VIRGINIA" WOODS
The Golden Girl With the Golden Voice.
New in the East.

MARY WOODS
THE VERSATILE SENSATION.
New in the East.

NEW IN THE EAST.
TOMMY RAFT
ECCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR
The Million-Dollar Personality Stripper.

NELLIE CASSON
Stripping, Singing, Talking, on the Indie Cirk—Dir. PHIL ROSENBERG.

EDDIE LaMARR
JUVENILE BARITONE.

"ESTA-ALJA"
SINGING—STRIPPING—TALKING.
Direction—DAVE COHN.

Tab Tattles

CHARLES (KID) KOSTER, who has just concluded a 28 weeks' season in advance of *Dodsworth,* starring Walter Huston, enjoyed a visit from Bob (I'll Get It for You Wholesale) Shaw and Gus Sun Jr., of the Sun office, during the show's closing week at the Taft, Cincinnati, last week. Koster may be seen in advance of a Sun attraction soon. . . . Frankie Fairbanks, well-known tab and burly chorine, is now kicking in the merry-merry with Jack Kane's troupe at the Empress, Cincinnati. . . . Bessie Belt, well known in Cincinnati tab circles, is again working club and banquet dates after nearly a year of inactivity due to the illness of her daughter, Dolly. . . . The A. B. Marcus show is slated to sail for South America some time in May for an extended tour of that country. . . . The condition of Mrs. Owen Bennett, who presented her hubby with a daughter at the Baptist Hospital, Memphis, Tenn., April 2, is reported as only fair. A card or letter will do much to hasten her recovery.

A MUSICAL tab is being organized for a stock run at the Empire Theater, St. John, N. B. Troupe will do three a day, with a change of program twice weekly. . . . Bert Smith jumped from Hamilton, Ont., to Atlantic City last week to visit with his mother for a few weeks. . . For the second year in succession Chick Myers and his company get the Easter week engagement at the Capitol Theater, Atlanta. Chick's show this year will be augmented by 40 juvenile performers from the Reese Personality School, of Atlanta, which will stage a special Easter prolog. . . . Geneva Phillips, popular tab and burlesque chorine, is confined at General Hospital in her home town, Washington, Pa., where she recently underwent a serious operation. For a time it was nip and tuck as to whether she would pull thru or not. However, the doctor believes the worst is over, altho she is still very ill and will be confined for some time yet. Her friends are urged to drop her a line, care the above hospital. . . . Earl Meyer, now working on the WPA theatrical project in Cincinnati, will again have his girl attraction with the Gooding Greater Shows this season. It will mark his sixth season with the latter outfit.

EDDIE B. COLLINS, who for many years operated his own tab known as Eddie Collins' *Big Revue* and now working at the Follies Theater, Los Angeles, is doing the role of Dopey in Walt Disney's first full-length feature, *Snowhite and the Seven Dwarfs.* Collins was selected out of nearly 100 applications for the part. At this writing Disney has directed Collins in more than a dozen comedy sequences. . . . Billy Byne, who for many years played the tabloid circuits with the Byne & Byne Show, is now producing home-talent shows, with headquarters in Corning, N. Y. . . . Jack and Peggy Nation, who formerly operated their own tabs and who of late years had their girl shows on various carnival attractions, are now working with the PWA theatrical project in Dayton, O. . . . Billy Steed, comedian, until recently manager of the Rialto Theater on Cincinnati's Vine street for Tom Reilly, is now working as singing waiter at the Old Heidelberg Cafe in the same neighborhood.

PAUL RENO is back at his headquarters at Russells Point, O., after what he describes as a "tough winter season" with his tab revue. Reno will again put on the shows for French Wilgus at the latter's Wooden Shoe night club on Indian Lake at Russells Point this summer, opening May 22. Reno will use 20 girls in line, a 12-piece band and from five to seven acts each week. His wife, Maxine, will again serve as hostess at the spot; Paul will have charge of production and the band, and Dotty Strickland will produce the chorus. . . . With the Casino in Pittsburgh back to a temporary policy of double features, Charles V. Turner has resigned as house manager and plans to hit the road ahead of some circus again this season. . . Oliver Kight and wife, Stella Hayes, returned to Cincinnati last week after a six-month sojourn in St. Petersburg, Fla., where they spent most of the time playing for the various tourist clubs. They will remain in Cincy indefinitely, working the night clubs and beer emporiums. . . . "Sea-Bee" Hayworth and wife, Marion Andrews, have signed for the tent season with Bisbee's Comedians, who open the season at Parsons, Tenn., April 9. . . . Ellis T. Beebe's *Marvels of 1936,* currently working theaters thru Indiana, is slated to move under canvas in a few weeks. Beebe formerly had out Beebe's Comedians' tent outfit. His present unit is an all-girl affair.

U-NOTES——

(Continued from opposite page)

Youngstown, O., awaiting the arrival of the stork.

BILLIE BIRD'S fads between shows at the Star, Brooklyn, are the movies and the breeding of Persian cats.

DICK KIRSCHBAUM, former burlesque press agent and advance man, now conducting an aviation column for *The Newark Evening News* when he is not at his city or country home playing with his twin juniors.

ERMA VOGELEE tripling at Minsky's Gotham, New York, in strips, acro dances and talk scenes with the comics.

BILLIE BERNARD, costumer in chief for the Minsky houses in New York and Brooklyn, a big winner on Michigan Lad, her selection in a horse race recently.

MARIAN BELL, chorine at the Gaiety, New York, and Lou Mannes, movie machine operator at the Riviera, further uptown, lucky sweepstake ticket holders, with a consolation prize money ($3,600) going to the former and a first choice money ($23,000 net) for a fourth part of a ticket to the latter.

WILLIAM (BIFF) CLARK, old-time burlesque show owner and operator, seriously ill at the Hotel Van Cortlandt, New York.

BETTY SHARON, recently a new Philly-Bijou stock stripper, made her debut in New York at the People's March 27, replacing Ann Mitchell.

BURLY BRIEFS——

(Continued from opposite page)

ro Hallo and Harry Bentley at the Star, Brooklyn. . . . Madge Carmyle switched from the Gaiety to the Apollo, New York, with Gladys Fox doing vice versa. . . . Bert Marks closed a long run at the Gaiety, New York, also returning to Minsky's Gotham further uptown. . . . Lou Devine replaced him at the Gaiety. . . . Jack Ryan, Charles McNally and the Woods Sisters were other exits from the Gaiety.

ROB FAYE and Walt Stanford returned to the People's, New York, Friday, succeeding Cress Hillary and Eddie Hill. . . . Helen Greene and Mimi Lynn are new principals at the Irving Place, New York. . . . Evelyn Murray left the house last week. . . . Erma Vogelee closed at Minsky's Gotham, New York, Thursday night. . . . New show opening at the National, Detroit, last week includes Tommy Miller, Freddie Walker, George Schiller, Russell Trent, Wilbur Rance, Esta Alja, Grace Gordon, Lillian Murray and Bebe Tobin. . . . Cast at the Gayety in that city includes Sammy Weston, Sam Mitchell, Jack Heath, Victor Grafe, Cynthia Michel, Kitty Ellis, Evelyn Cushway and Honey Duval.

Saranac Lake

By BETTY HUNTINGTON

Helen O'Reilly, former patient of the NVA Lodge (when in the heyday of its dignity), has established a reliable business here in town in women's apparel and known as the Hollywood Shoppe on Main street. Thru courtesy of Manager Tony Anderson, Helen was able to stage a fashion show last week. Some of Saranac's smart set acted as models, displaying the new spring styles in "what the well-dressed women will wear this season." The show was put over in great style and was received by a large and enthusiastic audience from Saranac Lake and vicinity.

A new diathermy machine has recently been installed here at the Lodge. It is for the treatment of arthritis and rheumatism and is under the personal supervision of Rudy (X-Ray) Plank.

George Wicks, Oscar Davis and Milton Pollak were discharged last week with okeh papers. Eddie Ross and Tommy Kerns have gone, too; Tommy for a visit and Eddie to Bellevue Hospital for a few stages of the "rib."

Jackie (Kiki) Roberts, ex-NVA patient and now Mrs. Ted Cook, of Schenectady, N. Y., blew in town for a brief visit and checkup. Jackie is doing fine and expects to return to Saranac Lake this summer with her hubby, Ted Cook, orchestra leader, who will fill an engagement at one of the clubs here.

Hazel and Monroe Coleman, members of the NVA staff, can hold their own in any bridge contest. Last week at the Charity Fund Bazaar held at the Saranac Hotel they walked off with first prize and high score. It's the Colemans and the Culbertsons now. Hey! Hey!

Ruth (Davis) Hatch has given up her position in New York for a much-needed rest. Ruth left the Lodge about a year ago in apparently good health and will return to Saranac for the summer months.

Pauline Turniky is our latest arrival. She hails from Wilmington, Del., where she was formerly employed at the Arcadia Theater in that city.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

The Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Inez Murray, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Carolyn Russ, Lois Style and Lottie Tilsen.

We cannot repeat too often the importance of notifying the Chorus Equity before going into rehearsal. Recently a chorus rehearsed one full week before the office of the Chorus Equity knew about it, and then the report was not made by any member of that chorus. There was no bond up to cover them. During the negotiations for the bond the entire chorus was let out.

Had they notified us in the beginning we would have insisted that the bond be posted before they went into rehearsal and one of two things would have happened—either the producer would have found the money for the bond and the chorus would now be working or he would have been unable to find the money, in which case they at least would not have wasted their time.

Just as soon as a production goes into rehearsal a manager, technically speaking at least, enters into a financial obligation to his chorus. While it is true that he may dismiss individuals within the first seven days without paying them anything, it is also true that if he goes into rehearsal and then abandons the production within seven days he owes the entire company one week's salary. If he abandons it after seven days it is two weeks.

If a production goes into rehearsal without a bond, and if that production is abandoned within the seven days, what is Equity to do with the claim for one week's salary? Generally speaking the producer abandons the production for lack of money. If that is the case, and if there is no bond, from where is Equity to get the week's salary?

Pay for rehearsals starts on the eighth day of rehearsal. Since all rehearsals do not start on Monday, and since the contract states that all rehearsal payments must be made on Saturday it generally happens that the first payment is not for $15, that is for a full week. If the eighth day of rehearsal fell on Thursday that management, for the first Saturday, would owe three-sevenths of $15 to those chorus members who started on the first day. Frequently there is a dispute on that first Saturday as to just when each individual member started rehearsing. If you haven't reported at the office it is rather difficult for us, in such a dispute, to establish your first day.

Help us to protect you. Notify us before going into rehearsal.

Alabama Tax Considered

MONTGOMERY, Ala., April 4.—Administration forces in the State Legislature are advocating a 10 per cent levy on amusement admissions in addition to a one-quarter of one per cent tax on gross receipts of sales, expecting this new revenue to bring $1,500,000 into State treasury annually. However, Representative Clint Harrison, administration floor leader of the House, said if prohibition is repealed and liquor taxed there ought to be enough money coming in without the admission tax. Prospects of a referendum on any new tax measure were not abandoned despite fact that Supreme Court opined that Legislature could not delegate its revenue-raising authority to the people.

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Billy Young Launching Two

COLLINSVILLE, Okla., April 4.—Billy Young, manager of Toby's Comedians for the last 20 years, will have two shows under canvas this season. Both attractions are now rehearsing here and are slated to open at an early date to play territory which has been covered by the Young show for the last 20 years.

Roster of the No. 1 show includes Billy Young, manager; Dollie Young, Billie Young Jr., Dollie Jean Young, Leola Ewart, Biddie Oswald, Maree McDonald, Mrs. Joe Applegate, Ray Ewart, Bob Owald, Robert McDonald, Joe Applegate, Jess Sund and Bobbie Oswald. Burl Francis is boss canvasman and Wade Saunders electrician.

No. 2 show includes Helen Blake, Alyce Southern, Ardyce Dexter, Warda Magoon, Roy Blake, Verge Lester, Sonny Dexter, Tom Blake, Kenneth Magoon, Gene Pash and Bud Blake. Blackie Glidden is boss canvasman and Jess Saunders electrician.

Avon Players in Middle West

KANSAS CITY, Mo., April 4.—Avon Players, Shakespearean repertory company under the direction of Joseph Selman, who have been playing colleges and universities in the East, have invaded the Midwest for a tour of educational institutions. In the cast are many names familiar to repertoire folk. At present the company is offering *Romeo and Juliet*, *Hamlet* and *Othello* and is meeting with success. Roster includes Joseph Selman, manager-director; George Colbert, Robert Selman, Jack Vinson, William Henderson, Ann Frazier, Eugenie Dubois, Florence Peyton, Thayer Roberts and Frederick Holm.

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Rep Ripples

THE PELLETTES, Chic and Estelle, will be back with the Frank Smith Players this season. Chic, who has been spending the winter at his home in Lake Helen, Fla., will join the show in Tennessee. Estelle is at present in Detroit with their son, Jack, who is attending law school there.

ROY BUTLER postcards from Houston under date of March 28: "Just missed W. I. Swain but hope to see him soon. Saw a great show and a beautiful outfit here—the Monroe Hopkins Players — and another real rep — the Jimmie Hull show—in Humble, Tex. Both shows doing great business. We are heading eastward and hope to see the Milt Tolbert, Billroy, Heffner-Vinson and a number of the other shows soon."

F. D. WHETTEN and Mell Post, veteran rep managers, will open their kiddies' circus under canvas at Leesburg, Ind., April 11. Outfit is being repainted and placed in tip-top shape at winter quarters in Syracuse, Ind.

NORMA GINNIVAN left her home in Dayton, O., last week for the Ginnivan show headquarters in Fayette, O., where she joined her son and his wife to begin preparations for the 1936 tent season. A new tent and new scenery have been purchased, Miss Ginnivan reports. Many of the people who were with the show last season will be back this year.

THE FAVORITE PLAYERS, operated by Mr. and Mrs. Hollingsworth, are preparing for a swing thru Eastern Illinois, playing the same towns they have made in the past. New faces will be seen in the Favorite personnel this season and new canvas is being built for the show at the O. Henry Tent Company, Chicago. A new semi-trailer has been added to the motor fleet. Mr. and Mrs. Hollingsworth have been operating a sweet shop in Palestine, Ill., since closing their circle stock in Eastern Illinois.

RUSTY AND DOT WILLIAMS and their two daughters, Wilma and Billie, are in the South with the Odell White Show. Rusty is doing nicely after his recent illness.

ROSA AND EDDIE PHILLIPS are at home in Sidney, O., after closing a 21-week run on the Al Kirby Show. Edward Bertsch Phillips, aged 4, made his stage debut this season with his tap dancing. The Phillips will hit the road again after a few weeks' vacation.

MRS. RAYMOND SHORT reports that ill health will prevent her from taking out the Short Players this season. She has sold all her show property, including wardrobe, scenery, seats, trunks, trucks, tent and light plant, to Ellis T. Beebe, whose all-girl revue, *Marvels of 1936*, is slated to move from theaters to tent soon.

HARRY GILBERT was slated to open his "opry" in Hazlehurst, Ga., April 3.

Skip Dean Back With M. & M.

LINCOLN, Neb., April 6.—After laying out of the biz for a year Skip Dean, veteran tent rep entertainer, announces that he will start his 20th season with the Mitchell & Mitchell tent organization when it leaves the South Sioux City (Neb.) winter quarters early in May. The M. & M. show will make its usual tour of South Dakota, Wyoming and Northern Nebraska. Skip, besides being the show's principal comic, handles press on the jumps. Skip and wife are in the hotel business here.

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Bisbee Comedians All Set for Tour

PARSONS, Tenn., April 4. — Quarters of the Bisbee Comedians here is the scene of much activity these days, with the crew of five whipping things into shape for the new season, which begins in another week. Entire outfit has been repainted with a color scheme of silver and black, giving the outfit both flash and class.

Two new trucks were added last week and a new top, purchased last fall, has just been completed. J. C. Bisbee, owner and manager, plans on handling his own advance this season.

Allan Wishert will produce and direct. "SeaBee" Hayworth, who will take care of the comedy, arrived here this week. Band and orchestra will again be produced by Clyde McWhirter. Banners go to Gladys Aikins. Clyde and Gladys Aikins are on for their fourth consecutive season.

Others already in quarters include Al Martin, Johnnie Bisbee, Leonard Aikins, Charlie Crafton and Zeke De Witt, the latter also in his fourth season with the Bisbee show. Mahala, magician, is also back with five new acts of magic and illusions. Show will carry 25 people in all.

From reports here and there, approximately 20 tent shows will start out from this territory this season.

Wright Comedy Players Begin Under-Canvas Trek

BLANCHE, Tenn., April 4. — John Wright Comedy Players commenced their tent season here this week. Business suffered as the result of the rain and cold weather, but the outlook for the season looks good, John Wright Sr. reports. Show carries 21 people and is completely motorized. Tent is a 100-foot Fulton Bagger. An 18-foot stage is mounted on a semi-trailer. Tillie Short is in charge of the recently completed cookhouse.

In the Wright roster this season are "Snowball" Rimmer, black-face comedian; Earl and Ola Weatherford, magic and skits; John Ed Short, dancer and guitar; Willie Wright, boss canvasman; Etta Mae Wright, singer and concessions; Ella Wright, ticket wagon; W. F. Waldie, reserves; Jerry, Evelyn and Gaylord Vaughn, singing, dancing and musical specialties; Emmett Lee Heath, hillbilly fiddler and singer; John Wright, manager, doubling stage; Luther and Cassie Triplett, advance.

Show is a one-nighter and will play Tennessee, Virginia and Maryland.

Carey Plans 12 Weeks of Summer Stock in Flushing

FLUSHING, L. I., N. Y., April 4.—Charles O. Carey will operate his North Shore Summer Theater at Flushing this year. A 12-week season will get under way the middle of June and will include four new plays and eight recent Broadway successes.

A resident company will be augmented by guest stars. There also will be a student group. This is Carey's fourth Long Island season; he was at Whitestone for 12 weeks last year and at Sea Cliff the two preceding summers.

The North Shore Summer Theater is the nearest one to Broadway (only 10 miles) and the only summer theater in New York City proper.

Roberson Players To Tour Wisconsin

CINCINNATI, April 4. — Roberson Players will launch their canvas season around the middle of May. Company will play three weeks in Northern Illinois before swinging into Wisconsin for the balance of the summer.

Show will carry complete motor equipment and two light plants and will work under a new Baker-Lockwood top, with seats for 1,400 people.

Roberson organization will play mostly week stands in its established territory, with a stock date under canvas planned for a large Indiana city early in the fall. A number of former company favorites have been engaged for the new season.

Kansas City Jottings

KANSAS CITY, Mo., April 4.—Hill and Dale Players, who have been in operation for many years in Iowa territory, will open the tent season early in May.

Jack and Nona Hart, who will open their tent show April 13 in Arkansas, were visitors on the Herbert Walters Show in Oklahoma.

Connie and Dollie Show has moved into Arkansas and will head north for its regular summer season.

George and Ethel Adkins, who formerly operated their own circle in Missouri, have signed for the season with the Silver Comedy Company for its regular tour of Iowa.

Mr. and Mrs. Bob Leefers are closing with B. L. Dickson's Chicago Players, who have been circling in South Dakota, to join the Hill and Dale Players in Iowa.

Pup and Dot Shannon have signed with the Jack Kelly Show for the summer run under canvas in Michigan.

Glen and Donna McCord have joined the Ralph Moody Players in Nebraska.

Oscar Howland is a recent arrival. He will vacation here for a week and then rejoin the Frank Smith Players, who go into rehearsal soon.

Keith and Edna Gingles have signed with the Justus-Romain Show for the summer.

Freddie and Lilyan Poole have signed with the Tilton-Guthrie Players, who will begin rehearsals soon in Iowa.

Mr. and Mrs. Tudie Manley have joined Herbert Walter's Comedians, trouping under canvas thru Oklahoma.

King and Hazel Felton have signed with the Hila Morgan Company to present their feature magic and illusion act for the summer run under canvas.

Bob and Gladys Feagin are slated to close with the Tilton-Guthrie Players.

Happy Jack Vinson is now with the Avon Players, Shakespearean company, playing colleges and universities thru Missouri and Kansas.

Grace Bradley has signed with the Jack Hart Players, now rehearsing at Forman, Ark.

Harvey and Eleanor Brandon have closed with the Billy Auton Comedy Company and were seen on the local

(*See KANSAS CITY on page 38*)

Kinsey Company Ends Record Run

CANTON, O., April 4.—What is believed to be an all-time record for permanent stock run in this section of the country is claimed by the Kinsey Players, 40-year-old Ohio dramatic troupe, which concluded an engagement of 30 consecutive weeks at the Grand Opera House here Monday night. The run, which started last October, was not interrupted during the more than seven months, with performances every night and three matinees weekly, according to Charles Miller, manager of the company.

The stock engagement lighted Canton's only dark theater, provided steady employment for a crew of union stagehands and a union pit band, in addition to many weeks of work for vaudeville acts, which were used from time to time between the regular acts of the bill. A packed house greeted the company on the closing night.

Members of the company will rest for two weeks before beginning rehearsals for the annual tour under canvas, which starts late in April.

Rosewall-Terhune Company Begins Rehearsal April 20

LEXINGTON, Mo., April 4.—Rosewall-Terhune show will begin rehearsals April 20, with the show slated to open May 1 in a Missouri spot.

The equipment is all new and a public-address system has been purchased. Royalty plays will feature Abe (Slick) Rosewall, who will also direct the shows. A seven-piece orchestra will be under the direction of the Biehl Sisters.

Cast will also include Cleve Terhune, manager; George Corwin, Jane Elizabeth Mast, Oleo Madsden, Wallace D. Morrow, Benton and Clark and Hershall Cayton.

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THRU SUGAR'S DOMINO

WHEN Morpheus, like a coquettish mistress, withholds the embrace of sleep—what better time to muse? When better to give oneself up to unchecked reflection, effortless wool gathering. Playing with the strands of memory and imagination as a child with his obedient blocks. Building empires that dissolve as quickly as an errant bubble in explosive contact with a solid; smashing down with rapacious insouciance institutions that in reality reign in the awesome glory of indestructability. How clearly the images reveal themselves as one lies awake, reconciled to the elusiveness of sleep; how gently they fade away, moved out of focus by new, intriguing pictures as the seconds race by to the grotesquely energetic tattoo of a wall clock; as the church tower bell, rarely heard during the busy, bustling day, tolls the hours as an ominous herald of the morn to come.

Such a night was a few hours past. When the mind was stimulated to seemingly endless wakefulness by a zestful day's activity. A not unpleasant experience. In fact, one that was pleasurable to the extent that it gave a usually sound sleeper a rare glimpse into a world of strange shapes and shadows; an interesting, stimulating world that—like the streets of Algiers—one longs to visit but dreads to inhabit beyond hope of escape.

We ruminated about things. . . . In the cavernous depths of memory the bulky, dreadful and strange shapes that dissolved in the morn left their impress on a columnizer shopping around in the stalls of Retrospect for an idea that would make this one column somewhat different from most others. . . .

We saw in a dreadful, octopus-like institution like Major Bowes' Amateur hour and his units an overwhelming force for the good. Not as Chase & Sanborn paint it for the benefit of air audiences and potential consumers who read national magazines and daily newspapers. Not as a beneficent power, supplying thru ground coffee in dated bags, alleged opportunities for success to moronic amateurs. Surely not that. We saw instead an effort (regardless of the motives guiding it) to revive interest in the living stage in every nook and cranny of the country. We saw towns, cities and hamlets that can support but one show one night a week getting the feel of stage shows. We saw emanating from this, increasing in volume and force as an undammed flood, a receptivity to stage shows manned by professionals and sweeping over the length and breadth of the land. A something, regardless of the name given to it, that will represent the greatest revival of activity in the popular-priced stage that the country has seen since the post-war period. We saw what we graying young 'uns have come to know as vaudeville buried deeply under an avalanche of terms and trade-marked names describing the same thing but catering to the neurotic desire of unnerved America constantly seeking change.

* * *

We saw the screen tied up as closely to the stage as a trotter to a two-wheeler. We saw this as clearly as a foxhound scents his quarry in the inky blackness of a moonless night. We saw radio harnessed securely to a program of conservation; radio sparing the patience of its audiences by regulation of advertising pother; radio leaning on the stage for talent and the reversal of the process, too. We saw radio, too, as a force working for the exploitation of the stage; the stage, as of the days of radio's emergence from the chrysalis of experimentation, supplying radio with its enduring personalities.

We saw, too, thru the strands of effortlessly gathered wool, a solid front of the theater's creative workers and craftsmen. Marching together exultantly with firm, steady tread. Working for the advancement of their group unhampered by internal strife and meeting the men who finance, project and execute enterprises on an equal footing and with a unity of purpose that defies selfish, bullying opposition. We saw managers, also combined in a brotherhood for the welfare of their calling. Managers who respect the artists and craftsmen for their power and ability; managers who regard their calling with pride, who seek a fair profit but have left behind them without regrets the days when their business was a shrewd gamble at best.

And we also saw, in more revealing form than when the light of reality shines on them, figures of today's news. . . .

The illogical man of song who, on the eve of one of the most phenomenal comebacks in stage history, besmirches a name he has spent years to build up by hiding under the ignominious cloak of bankruptcy. A few months of his earnings in his new status would have cleared him before the world as a man who holds an obligation as sacred as life itself. He chose instead, this well-meaning child of emotion, the path suggested by his shallow-brained advisers. To whom bankruptcy actually represents a dope-laden headache powder. This man of the hour, once a regular guy among regular guys, reduced by his poor business judgment, by his cowardice, too, to a pitiful specimen of stale ham.

* * *

And we looked with mingled pity and admiration at the picture of a lad blessed by nature with the talent that would, if properly applied, make of him a gossip columnist panoplied with trappings to make the others dwindle into insignificance. This lad, favored by the magic touch of genius; made a sycophant, an idle prattler by the fetid air of a street still called Broadway but perhaps only as a mocking jest. With the memories of yesteryear as the butt. The most intelligent, resourceful and talented of the columnists blinded by the cheap gilt of an idol with feet of stinking clay. We hesitate to identify him. He is that much imbued with the Broadway spirit that this would come under the heading of a few sticks of publicity. Publicity, indeed! The drug on which Broadway feeds; the shot in the arm that keeps the wild-eyed denizens going. The commodity that has its price, that is priceless—and that a starving actor can't cash in for a precious cup of coffee. We have hopes for our favorite reporter on the Broadway front. In whom we see a possible Moses to lead Broadway gossiping out of a wilderness of ill humor, poor sportsmanship, pregnancy syndicated in eagerly-buying hick papers, divorces and cheating and touting of personalities that are as crooked as a corkscrew and as narrow in heart and outlook as a Broadway ticket office. Some day he will see the light. And when he does he will soar aloft by himself, leaving—with one exception—the others behind looking for a buyers' market that disappeared as wholly as Atlantis.

As we gave up tossing and resigned our corpus to the long wait for sleep that comes ne'er when you summon it but—like a moccasined Indian—steals up on you, we thought as the clock ticks became fainter of another gent making a comeback. We thought of the days when he used to be dragged out of a drunken stupor to make a date on which depended a season's work. Of the man who built him up from a wisecracking nobody to one of the biggest names in the business. Of the ungrateful protege's gradual breaking away from the ties that bound him to the past. Of his rapid fall and the rebound. Now back on his feet again with worlds to conquer. Feted and applauded by the mob. Only a saddened few remembering the man who dragged him from the gutter; the man he has forgotten, plodding away in the sticks to keep body and soul and home intact. While his little white-haired boy soars again. Satisfied with himself and the world after a spring housecleaning of which the most important chore was sweeping away the cobwebs of the past. . . .

* * *

And then came dawn. Without the defiant call of the chanticleer but with Pat, a scamp of a wire-haired fox terrier, jumping up to lick his master who fell asleep at the switch with two appointments that were already cancelled by "Jinx," a tactful secretary.

The Broadway Beat

By GEORGE SPELVIN

THE WPA employees are handing merchants slips which read: "This money was earned on WPA. If you want more, write to President Roosevelt to stop all dismissals and to continue and expand the WPA." . . . George H. Maines, who has entered the Lindbergh case, used to be prominent in the circus field, and he owns his own calliope. . . . Singer Larry Taylor is courting Jarrett Wells, daughter of the vice-president of Bamberger's, the Newark department store. . . . Betty Lee, of Joe and Betty Lee, is getting a Fox screen test. . . . Mr. Spelvin's fifth assistant stooge no sooner sets himself up as a tropical fish fancier and self-appointed chief petty curator of the aquarium (he bought himself two goldfish) when he's honored by the opening of a million-dollar electric sign on Broadway. . . . He's now seriously considering buying a larger tank. . . . Free admission to the General Motors concert broadcast, where Yehudi Menuhin held forth, drew an up-to-the-rafters crowd, the prodigy playing a few pieces with his hair over his eyes. . . . But despite the enthusiasm of the crowd the youngster refused to do an encore, shaking his head and pointing to his hair, which was then smoothly plastered down in meticulous fashion. . . . Was that why he couldn't play another tune? . . . There may be something in it at that. . . . Richard Mack and his frau recently celebrated a wedding anniversary—so they visited Sing Sing. . . . The recent renovation of the Astor Hotel has radically cut down the number of producers who used to make their offices in the lobby. . . . One reason is that the number of chairs has been reduced; the other that the boys can't get used to anything modern. . . . Altho *Boulder Dam* played the Astor Theater last week, *The Great Ziegfeld* got all the billing. . . .

●

Broadway's new Wrigley electric sign, mentioned above, which occupies the whole block between 44th and 45th streets on the east side of Times Square, started flashing tropical fish at exactly 8:17 p.m., March 28. The fanfare which accompanied the unveiling of the 10-story spectacular, included a speech by Dr. John A. Harriss, president of the Broadway Association, and the blowing of trumpets by four girls. For those who like statistics, the sign was built at a reputed cost of $1,000,000; it weighs 110 tons and uses 29,508 bulbs, and it consumes enough electric power in a year to take care of the needs of the United States for two hours. The designer is Dorothy Shepard.

●

There's talk that Albert Bannister may abandon the new Leonore Ulric play, after having signed one of the Dramatists' Guild's new contracts in order to buy it. . . . Jack Pearl is dickering with Texaco for a new Fire Chief series, now that the *Jumbo* business is over. . . . The burlesqued version of *White Cargo*, at the Gaiety burlecue, has some real inside stuff on the situation. . . . At the very time that the music publishers had their officials in Washington yelling to the House Patents Committee about the Duffy bill and how business is on the fritz, the AFM local threw a nice new union into their midst, taking in arrangers and copyists. . . . Years ago the songwriters started a union, but the better paid guys failed to worry about the writers who had no contracts, and the strike didn't last long. . . . Bill Feinberg has acted as chairman of the meetings of the New York Joint Action Committee for Social Insurance. . . . The line girls at the Nut Club have a number in which they grab the nearest customer and roll him all over the floor—and whenever those around look too awesome or too dignified the gals pick on Bill Doll, the spot's press agent. . . . Doll has been averaging three drubbings a week. . . . William Kerngood will not be a candidate for re-election as secretary of the AFM. . . .

Chicago Chat

By NAT GREEN

PROSPERITY NOTE: One of the big mail-order houses whose catalogs are to be found in every village and small town has been making a survey that reveals an increased interest in State and county fairs . . . As a result of the survey they have decided the time is ripe for an extensive advertising campaign by means of exhibits at leading fairs. . . . They are only one of a number of large merchandising firms awakening to the value of the fair as an advertising medium. . . . The old submarine that has lain at the Michigan avenue bridge since close of the World's Fair has left its Chicago River moorings and is on its way to Cleveland, where it will be one of the attractions at the Great Lakes Exposition. . . . Adolph Zukor, chairman of the board of Paramount, spent some time here conferring with the Balabans before going on to California. . . . Sam Ward, publicity man, on his way to Mexico City, where Abe Marcus opens his revue shortly. . . . Harry Baugh writes from the Circus Room of the Cumberland in New York: "A line in your Chicago Chat asks what became of Bird Millman. I heard of her indirectly this winter and my informant said she was living in Canon City, Colo. You are right—she was 'a grand wire-walker.'" . . . Louis G. Cowan, well-known publicity man, has opened offices in Willoughby Tower.

●

When Phil Wrigley took over the *March of Time* air program last week he dropped the news flashes that have been heard on WBBM. . . . It was a wise move, for the advertising coupled with reports of important, often tragic, news drew much adverse criticism. . . . The campaign bands cluttering up Loop streets get plenty monotonous when one happens to be so located that he's in the center of the racket district all day, but at least they furnish temporary employment to several score musicians. . . . Eddie Guest, who is supporting the G-men campaign to persuade law-abiding citizens to be finger-printed as a matter of record, had his own finger prints recorded the other day. . . . Louise Bennett, who used to be heard singing over WGN, took a screen test recently at the suggestion of Harold Lloyd and Lewis Milestone, movie director, and has been signed by Paramount. . . . Louise, who is 22 and pretty, has her name changed to Louise Stanley for screen purposes. . . . Herb Jones, editor of *The Spotlight*, new St. Paul entertainment mag, has been in Chi arranging for news-stand distribution. . . . Leah Ray, whom we used to hear warbling with Phil Harris' orchestra, is under contract to Twentieth Century-Fox Pictures. . . . Leah was one of the inspirations for the newest book of poems by Phil Davis, *Acid and Honey*—Phil being one of those fellows who require a lot of inspiration.

●

From inquiries being made by the legal department of a big food manufacturing concern there seems to be some question as to who can use the name "Aunt Jemima." . . . We haven't any idea just how long it has been used in vaudeville, but Tess Gardella has had that tag for many years. . . . Discreet inquiries also are being made as to literature pertaining to Little Egypt as the time draws near for the local showing of *The Great Ziegfeld*. . . . Seems there is little information available on the famous 1893 World's Fair character at the Chi public library. . . . Woman's Symphony Orchestra will be one of the feature attractions at the Women's Pageant of Progress on the Navy Pier April 18-26. . . . Ann Preston (Shaindel Kalish) and Henry Hunter (Arthur Jacobson), both former Chi radio players, have the leads in Universal's *What Price Parole?*

NICK LUCAS

and

HIS TROUBADORS

Now appearing at the

HOLLYWOOD RESTAURANT

New York

WARNER SHORT

to be released soon

★

COLUMBIA NETWORK

WABC • *Wednesday and Saturday, 11 P.M.*

Personal Representative

A. PAUL

Hotel Victoria, New York, N. Y.

Music Educators' Conference Held

NEW YORK, April 4.—Fifth biennial exhibit of the Music Educators' National Conference closed yesterday after a week of activity at the Hotel Pennsylvania. Attendance was reported as very good, with exhibitors stating that business held well. In addition, attendance at the various section meetings and lectures was good. It was also pointed out, as gathered from a casual check on the visitors, that local interest in school bands is increasing.

There were over 100 exhibits, space devoted to the displays running over the mezzanine of the Pennsylvania. Exhibitors included music publishers and instrument manufacturers. List of firms included Allyn & Bacon, Associated Music Publishers, NBC, Buescher Band Instrument Company; Boosey-Hawkes-Belwin, Inc.; Chappell & Company, E. B. Marks; Carl Fischer, Inc.; Samuel French, Inc.; Sam Fox Publishing Company; M. Hohner, Inc.; Indiana Band Instrument Company, Handy Brothers' Music Company; C. G. Conn, Ltd.; Leedy Manufacturing Company, M. Witmark and York Band Instrument Company.

KANSAS CITY—

(*Continued from page 36*)

main stem this week. Brandon states that he intends to launch a circle in Colorado territory, which he has played for many years.

Nona Nutt, of the Frank Smith Players, is visiting with friends and relatives here while waiting for the show to reopen.

Monte Montrose, formerly with Allen Bros.' Comedians, has signed with the Neil Schaffner Players for the canvas season.

Jack O. Bell, who formerly operated his own circle, has joined the Jack Hart Players at Forman, Ark.

NOTICE PROMOTERS

Hal Ross, Walter Tibbetts, Dunlap, Crockett, Hayden and all others interested in good locations, communicate by Western Union at once. Have three good spots. Need immediate financial assistance.

ZEKE YOUNGBLOOD, Atlantic City, N. J.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

LUMAN J. BEEDE and Florence stopped over in Cincinnati for a few days' visit with friends last week. From Cincy they drove to Tuscola, Ill., and from there they will set out for the farm near Warren, N. H., where they expect to spend the greater part of the summer. L. J. says that if conditions in Germany are right they will probably go across for the Olympic Games later in the summer.

FRANK ZAK, having recently finished the Frank Cook Torrington, Conn., show is staying on, working at The Grill. Frank was trainer on the show, which was won by Nora Branch and John Sharkey.

ALTO LOCKE, endurance emsee for the past six years, has completed 16 weeks as emsee at the Green Room, Mobile, Ala., bright spot. He would like to hear from Hal Ross, Pop Dunlap, Red Long and Charles Noltimier.

KENNY (DOC) FOSTER writes from Oklahoma City that he is now training with the Oklahoma City ball club.

HARRY LEVY, publicity director for W. E. Tebbetts, cards from Newark, N. J., that he would like to hear from Walter E.

BLACKY KIRBY, Torrington, Conn., wants 'em from Peter Frank, Bill Harris, Harry Levy and Ray (Pop) Dunlap.

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

Spring is here and operators are hurrying here and there trying to find spots.

At the same time I wish these operators could read some of the letters I have received of late — letters from parks and operators of large buildings, pleading for endurance shows but reluctant to contact the operators they know, afraid to do so because of the trouble they may have to go thru. But they do want REAL operators and REAL shows. Which proves—WHAT?

* * *

Answering the several queries regarding Wisconsin, may I point out that the show already conducted there by S. M. Fox and his associates is not a test show to test out the Wisconsin law. It is an attempt to run within that law.

Some of these days an operator with money will test that State law. And when he does I feel certain that the State law will be declared invalid. Ditto for Indiana, California and many similar laws in other States. Meanwhile, we wait until the fighter comes along.

* * *

And some of these fine days the public will be regaled by a walkathon featuring a Mistress of Ceremony and female floor judges. It's going to be different and will brighten the entire show. The operator who is going to present the feature has his plans completed.

* * *

Queries are coming in droves from various parts of the country regarding the new type of show mentioned in this column several weeks ago by the writer. Everyone is curious. But it will be presented and put over ONLY when the RIGHT operator comes along.

* * *

What's Charlie Hayden doing? That question has been asked 50 times during the last few weeks. He's enjoying life in California and his future plans appear to be hazy. He is making no move toward opening another show tho; by the time this is read, he may have changed his mind again. I don't blame you, Charlie, that farm of yours should be enough to attract you away from the endurance field for some time to come.

As the depression gradually lifts its black veil and the sun of prosperity comes in view we find more and more ex-contestants and employees of endurance shows leaving the field for more staple employment. More than 100 endurance workers have left the fold during the past six months and are now engaged in business. Good enough.

Meanwhile, we like to hear from all ex-marathoners who are out of the field and are employed in other lines. Write and tell Don King what you are doing. News of what's going on in the marathon world is always welcome.

* * *

DO YOU WANT THIS COLUMN TO CONTINUE?

Then support the endurance page of *The Billboard*. Subscribe to *The Billboard*. ADVERTISE in *The Billboard*. Use *The Billboard* whenever you can. This column will stop when the endurance "game" in our opinion is dead. And it's in a very dangerous condition right now, believe it or not.

What do YOU operators think about the present situation?

OPENING APRIL 16

COLISEUM IN HEART OF TOWN

Want Contestants for fast European type of show. Need Help in all Departments.

100,000 Population
Within 15-Mile Radius.

No collect wires or phone calls. Contestants taken care of starting April 14.

Write or Wire

ILLINOIS ENDURANCE

Care St. James Hotel, Decatur, Ill.

WATCH NEXT ISSUE

For opening of virgin spot. Short, fast show.

A WALTER PICKER Walkathon

Billroy Show On 12th Tour

●

Weather bad, but business okeh at opening — show misses Cordele twister

●

VALDOSTA, Ga., April 4.—Billroy's Comedians, Billy Wehle, manager, opened their 12th annual tour here Wednesday night in what is probably the largest and most modernly equipped tent theater in the country.

Initial performance drew a comfortably filled house in the face of inclem-

(See BILLROY SHOW on page 41)

Stagehand for Bank Night

LOS ANGELES, April 4.—Demands have been served on Fox-West Coast chain here by stagehands' local 33, International Association of Theatrical Stage Employees, that a union stagehand be used in all circuit houses within the jurisdiction whenever Bank Night or other giveaway stunt is staged.

Carl Cooper, business head for union, and Charles P. Skouras, of the chain, have been trying to work out a deal. Around 35 F-WC houses in local area are affected. Same terms will be asked of Warner houses and indie theaters as soon as F-WC arrangements are completed.

Hostesses 1st on NBC Personnel Cut List

NEW YORK, April 6.—In keeping with the retrenchment policy instituted by President Lenox R. Lohr, National Broadcasting Company has dispensed with the services of 18 hostesses and reception clerks. The girls averaged $25 per week and will be replaced by page boys at lower salaries. John Carey, head of the NBC service department, has been given a three months' leave of absence.

Letout of the hostesses has been in the wind for the past two weeks and additional personnel cuts are expected here and there.

Fire Injures Three At Louisville House

LOUISVILLE, Ky., April 6.—Gayety Theater here, housing Fred Hurley's burlesque company, was struck by fire Saturday night, seriously injuring three performers and gutting the stage and backstage areas. First five rows of the auditorium were also damaged. Loss is estimated at $40,000.

Joe Kilch, straight man, was most seriously injured, sustaining bad burns about the face and arms. Danny Jacobs, producer, suffered bruises and burns on legs, arms and face, and Billy (Boob) Reed, comedian, sustained burns on the arms.

Fire is alleged to have started from the flash of a prop pistol, which ignited a backdrop. Scenery is a total loss, and all the chorus wardrobe was also consumed by the flames.

WANTED AT ONCE

Real Producing S. and D. Toby Comedian, Young Ingenue some leads, Rep People all lines. Those doubling Specialties and Orchestra given preference. General Business Man to direct Musicians for Stage Band, six fast-stepping Dancing Chorus Girls. Write lowest salary and when can join. Will consider organized Musical Tab or Review with hot stage band. Finest equipped Motorized Tent Show in America, all ready to go. Billy Wade, wire.
J. DOUG MORGAN, - Jacksonville, Texas.

WANTED QUICK

Clever ACTOR for some Leads and General Business, doubling Piano, Sax, Banjo, or B. & O. Instrument. Also want Truck Mechanic Workman. Opening soon North Georgia. Name low, sure salary. No advance. Pay your wires. **ROE NERO, Gen. Del., or Western Union, Miami, Fla.**

HIGH-CLASS STANDARD ACTS WANTED

One-night Vaudeville Show, May 22, Cincinnati. State all in first. BOX D-958, Billboard, Cinti., O.

WANTED

Med. Show People all lines. Those doubling Orchestra preferred. No booze.
KATEX MEDICINE CO., Macon, Ga.

WANTED For Tent Rep., Piano Player, Drummer, Juvenile Man; also young useful Team. Rehearsals April 20. Address **BOB DEMORAST, JR., Colquitt, Ga.**

Chi Opera Season Set

CHICAGO, April 4.—Jason F. Whitney, president of the Chicago City Opera Company, and Paul Longone, general manager, have been in New York arranging for the appearance of several noted stars for next season.

The company has announced that the opening performance of the 1936 season will be on Saturday, October 31, and the season will run six weeks.

Robert Hall McCormick has been elected vice-president of the company. Anna Fitzu is secretary and Charles S.

GTE Hearing Date Is Set

WILMINGTON, Del., April 4.—Chancellor Josiah O. Wolcott in Chancery Court here last Wednesday set April 28 as the date for hearing on the petition of the reorganization committee of General Theaters Equipment, Inc., asking an order for the sale of assets and property of the company and receivership.

The reorganization committee, the petitioners, are acting under the plan of agreement and reorganization of August 31 last. The sale of the assets and property of the company and of the receivership estate should be ordered and offered in such parcels as may appear appropriate after the hearing, they state.

United States Senator Daniel O. Hastings, of Delaware, receiver for GTE under the committee's proposal, would subsequently report on the sale to the court, whereupon the action would be heard generally and at which time the court might determine all further matters relating to the consummation of the sale, termination of the receivership, discharge of the receiver and consummation of the plan and agreement of reorganization.

Chancellor Wolcott approved the action taken by the debenture holders' committee constituted under a deposit agreement, dated February 10, 1932, relating to the 10-year 6 per cent convertible gold debentures of GTE and by the reorganization committee on November 20, 1935, in declaring the plan operative.

Rip Van Winklers Set

NEW YORK, April 4.—The Somerset Players, a group affiliated with the Repertory Players, operators of the Rip Van Winkle Theater in the Catskills, plan a stock tour for the coming summer. Under the direction of Gregory Deane, who directed the Broadway play *Few Are Chosen*, opportunity will be given to new players by letting them work with professional actors. Plays by authors not yet produced will be given special attention. Offices are at 1560 Broadway.

Lambert Resigns As KAO Counsel

NEW YORK, April 4.—Major I. E. Lambert has resigned as counsel for Keith-Albee-Orpheum, effective April 10. It is understood that he will immediately engage in campaign work for Gov. Alf Landon of Kansas, potential Republican nominee for the Presidency.

Lambert joined KAO about two years ago, coming from RCA Photophone.

HARRY IRVINE

Star of the Federal Theater's First Hit
" MURDER IN THE CATHEDRAL "
Thanks the Critics for these "Rave Reviews"

Howard Barnes
In The Herald-Tribune:

"The role of Becket is played with genuine distinction by Harry Irvine. He creates a rounded characterization of the arrogantly proud and yet profoundly humble Archbishop who neither sought nor avoided martyrdom. Bringing a rapt intensity to the part, he gives magnificent conviction to the lesser scenes as well as the climaxes."

RICHARD LOCKRIDGE
In The New York Sun:
"Harry Irvine performs very ably in the extremely difficult role of the Archbishop."

J. C. in The New York Daily News:
"Harry Irvine gave a firm, sincere and simple performance as the Archbishop."

JOHN ANDERSON
In The Evening Journal:
"In the central performance of Harry Irvine as Becket the play finds eloquent and impressive expression."

Possibilities
In The Billboard, April 4, 1936:

***For* FILMS**
HARRY IRVINE, legit actor who plays the Archbishop in the WPA production of "Murder in the Cathedral" at the Manhattan Theater, New York. A tall, impressive man who delivers lines beautifully. Should be a good bet for character roles in films.

Hotel CHESTERFIELD
130 West 49th St. near Times Sq.
New York City
500 ROOMS
SPECIAL WEEKLY RATES
Single, Adjoining Bath $8.00
Double, Adjoining Bath $12.00
Single, Private Bath $12.00
Double, Private Bath $14.00
TELEPHONE: BRYANT 9-8000.
COURTESY ••• COMFORT ••• CONVENIENCE

ALA Hopes Blasted By Split in Ranks

HOLLYWOOD, April 4. — A bombshell was thrown into the intense campaign to unionize all writing organizations under the Authors' League of America here late last week when 64 top screen writers dispatched a telegram to the chairman of the patents committee of the House of Representatives, in which they blasted spokesmen of the League for statements made at the Duffy copyright hearings in Washington.

In the messages the writers stated they repudiate John Howard Lawson (former president of the Screen Writers' Guild) as a spokesman and his statements concerning conditions in Hollywood. At the same time it was learned that a serious rift had begun in the ranks of the Writers' Guild, starting more than a year ago between the so-called "conservatives" and gained impetus recently thru the action of leaders in requesting members not to attend the Academy awards banquet.

It is understood that the conservative

(See ALA HOPES on page 41)

Hedgerow's 13 Years

PHILADELPHIA, April 4.—For its thirteenth anniversary play the Hedgerow Theater in Rose Valley will present *Behold Your God*, an economic satire by Richard Houghton Hepburn, brother of Katharine Hepburn. The play is the 115th in Hedgerow's repertory.

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Theatrical
"Theo" TAP SHOES
available in ALL COLORS
SATIN and PATENT LEATHER
$2.95 PREPAID
TAPS INCLUDED
ALL SIZES WIDTHS
ALSO GOLD and SILVER KID $3.85
GROSSMAN'S 157 No. STATE ST. CHICAGO, ILL.

WANTED

Experienced Med. Performers in all lines. Must change for two weeks. Prefer those who double in Music, Comedy Team, Blackface, A-1 Piano Player, Etc. No boozers, no advances. Show going out in May. Tell all, stating lowest.
N. C. OBAN, 11 Fulton St., Nashua, N. H.

MIND READING AND ASTROLOGY ACT
WANTED

Must be High Class. Send Photos.
APOLLO CAFE, INC.,
17 No. Illinois St., Indianapolis, Ind.

Original Floating Theater

Wants Piano Leader with Pit Band Experience that can Arrange, Alto and Tenor Sax that Double Clarinet or some other instrument. Must be single. Don't wire, write. Rehearsals April 20. We pay all. Long, sure season.
CHARLIE HUNTER, Wilmington, N. C.

WANTED

Young general business team, young leading man; double tuba, baritone or cornet. All to do specialties. If you booze, don't answer. Week stand rep.
FAVORITE PLAYERS, Palestine, Ill.

AT LIBERTY
XYLOPHONE ACT

Fast, Single, Flash, Showmanship, Ability. Finest Instrument. Wardrobe, routines, novelties. For Unit, Review, Act or Band. Double. Plenty fast modern Drums. Fine outfit. Have car. **DICK BURNS, 3959 No. 19 Place, Milwaukee, Wis.**

AT LIBERTY, AGENT

Have car. Sixteen years' experience. Close contractor, result-producing hustler. Post, litho., banner, tack. Work all country routes. No booze. Clear headed and reliable. Join on wire. State best offer in first. **T. M. ALLAN, Victoria Hotel, Oklahoma City, Okla.**

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

CHARLIE HOFFMAN, known as the "Doctor of Deception," who recently concluded an engagement at the Brown-Palace Hotel, Denver, opened March 28 at the Continental Room, Hotel Stevens, Chicago, for an indefinite stay. He is headlining the bill and features his magic bar.

ROY HOWARD AND COMPANY are featured in the second WPA vaudeville unit in Pittsburgh, which opened there last week. The show will tour Allegheny County for the next four months.

WALLACE THE MAGICIAN, of Durham, N. C., is keeping his act booked these days, making up for time lost during the recent cold weather. The impassable roads had Wallace marooned in Durham for more than a month.

LESTER LAKE (The Great Marvelo) turned Boy Scout Tuesday night of last week to do a good turn for his friend Calvert the Magician. The latter was booked with his magic show at the new opera house in the city building at Lebanon, O., Monday and Tuesday nights. He worked the spot with his hypnotic turn to half a house Monday night. A few hours before the show on Tuesday night Calvert received word to return to his home in Harrison, O., as his wife was about to present him with a "bundle from heaven." Calvert contacted Lake, who was in Cincinnati, and the latter immediately began the dash to Lebanon — 35 miles distant. Altho totally unprepared, Lake gave a delightful 1½-hour program of magic to a capacity house of 840 people.

ANNUAL NIGHT OF MAGIC, presented by Knights of Magic at the McAlpin Hotel, New York, last week drew more than 400 people. Those who entertained were Leo Cassaro, John Cooper, Al Baler, Matin Barnett, Charlie Nagel; LeRoy's Juveniles, including Peter Birch and Helen Luther; Grace Andrews, Foo Ling You and Company, Jean Parker and Max Holden. Committee in charge comprised Murry Berke, president; Jess B. Hirsh, vice-president and chairman, and Paul Cottlow, secretary. William S. Caesar was piano accompaniment. John Mulholland was among those present.

FRAN-KLINT is presenting his cigaret tricks at the Petit Casino in Paris.

ERNESTO, magician, has a show at the street fair in Paris.

SEVERAL NEW WRINKLES in magic were worked out recently in Louisville, Ky., when Theodore H. Arnold, who formerly did a mental act in vaudeville, and Harry Blackstone got together for prolonged sessions. Several years have elapsed since the two, who are friends of long standing, have had an opportunity to visit with each other. Packed houses greeted Blackstone at every performance at the National, Louisville, March 20 to 23, inclusive. The papers gave much space to the attraction and the reviews were loud in their praise. Arnold, who had a severe heart attack last November, was confined in St. Joseph's Infirmary, Louisville, for more than two months. He is now in Louisville recuperating and has spent much of his leisure time in perfecting several new effects. He expects to go east after the running of the Kentucky Derby and will probably spend the summer at one of the resorts on the Atlantic Coast.

LEONARD KINGSTON has been working in and out of Detroit for the last five weeks. Among the spots played by him are the Book-Cadillac Hotel, Hotel Webster Hall, Detroit Leland Hotel and the Oasis Club. He has been working recently with Paul Page, tap artist, now appearing at the Oriole Terrace, Detroit. "Had the pleasure of meeting Don Greenwood, who hails from the West Coast," Kingston pens. "He is proving his unique manipulative ability in the class spots here."

MAGRUM, youthful magic worker, has covered 25,000 miles in the last 13 months. Tour took him thru the Dakotas, Nebraska, Kansas, Missouri, Minnesota, Iowa, Wisconsin and Illinois. He played schools, clubs and auditoriums.

HADJI BABA (Leonard) is doing an eight-minute pantomime illusion act, with two girl assistants, in *Mardi Gras Nights*, a Wilbur Cushman unit.

THORNTON CLARK is with Hal Skelly's unit, working the Cushman time out of Dallas. He is doing his clever watch routine, assisted by his wife.

DR. HOFFMAN, West Coast magus, is currently holding forth at the Stevens Hotel, Chicago.

GIOVANNI, pick-pocket entertainer, is at the Palmer House in the Windy City.

LE PAUL opens this week at the Bismarck Hotel, Chicago.

W. C. (DORNY) DORNFIELD is working the food shows in Springfield, Ill.; Omaha and Tulsa.

JACK GWYNNE AND COMPANY, appearing this week at the Marbro Theater, Chicago, open April 10 at the Mayfair Casino, Cleveland, for a fortnight's stay. Gwynne turn is set at the State-Lake, Chicago, week of April 25 and the Tower Theater, Kansas City, Mo., week of May 8. From the latter stand Jack and his helpers expect to return to the Morrison Hotel, Chicago, for a run prior to picking up his fair dates for the Hamid office. Gwynne is planning to take in both the IBM and SAM conventions.

THE FRENCH ASSOCIATION OF MAGICIANS, Association Syndicale des Artistes Prestidigitateurs, has moved into new quarters at 44 Rue Saint Antoine, Paris, and has elected the following officers: President, Henri Maurier; vice-president, Abel Blanche; secretary, Pierre Tessier; assistant secretary, Henri Guimard; treasurer, George Albert; assistant treasurer, George Gaillard.

MAX TERHUNE, the well-known magician, mimic and vent artist, pencils from Sault Ste. Marie, Mich., under date of March 27: "Last week in Central Missouri; this week just across from Canada. Snowing here tonight, and in Missouri the gardens were being planted. Great time with magicians in St. Louis and others along the route. We're 900 miles north of where we played last week."

RUSSELL SWANN, who opened recently at the New Montmartre Club, New York, has had his engagement there extended indefinitely. He is appearing nightly. Eddie Garr and Elsa Maxwell are on the same bill.

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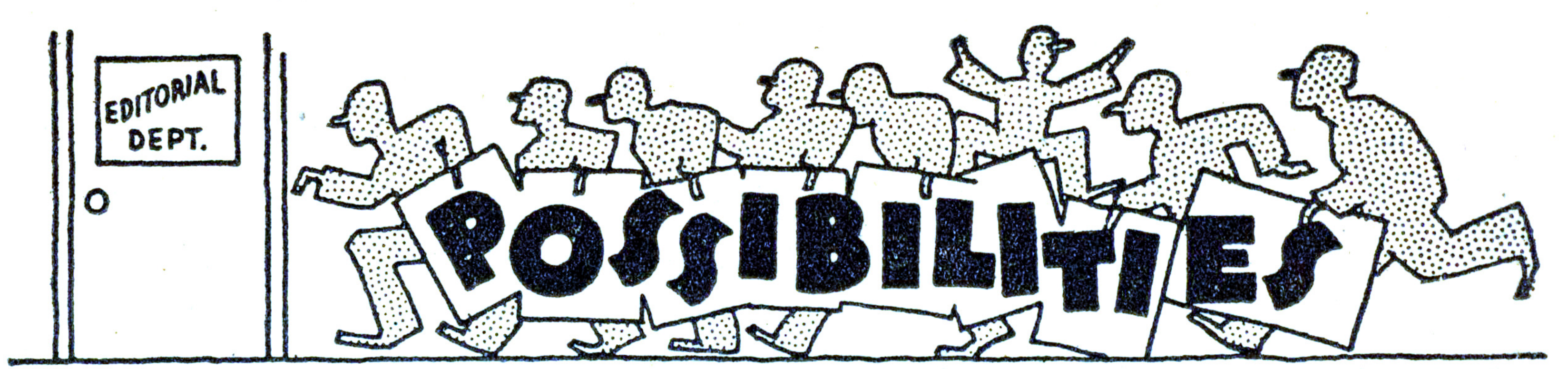

GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

DOROTHY THOMPSON — newspaper woman and foreign correspondent, who has been heard intermittently on various programs as a guest speaker. Would make a good bet for a show pioneering with a woman commentator on news of the day—a femme Boake Carter or Edwin C. Hill.

SIDNEY MARION—vet vaude comedian, best known for his dialect work but equally good on straight lingo delivery. Seems the type of funny man radio needs, having plenty of experience and fresh material. Suitable either as comic on a variety type show or as the lead in sketches.

*

For VAUDE

DAVE TOUGH—tympanist (drummer to you) caught recently at the Famous Door, New York, where he played as guest, assisting Red McKenzie and his band. Can juggle the sticks like nobody's business—not freaky visual stuff, but the hottest sound effects ever. Hails from Chi. Would sock over in vaude if featured in a band built around him.

*

For LEGIT

DRAMATIC

OWEN LAMONT—recent graduate of the American Academy of Dramatic Arts who impressed excellently in the series of student shows. Has versatility, assurance, stage presence and a good technical foundation—plus excellent talent. Scored well in widely different roles, chiefly in the lead of *The Importance of Being Earnest* and as Bramwell in *Moor Born*.

STRELSA LEEDS—pretty and talented lass who has just graduated from the American Academy. Has looks, fine stage presence and showed a surprising maturity of interpretation for a youngster. Also has a definite and pleasing personality, which should aid in getting a pro job. Looks like a real comer.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DOC SAMSON, the minstrel vet. typewrites from his quarters in Richmond, Ind.: "*Continental Revue* has just finished a return date at the Indiana Theater here. Jack Sweetman and Dell Smith, ex-minstrel lads, are still with it. Recently met Reckless Recklaw and his wife. They're still making it on the bicycles. Haven't heard anything from Kid Long recently. Sandy Morrison writes me that the gang is still meeting in front of the Woods Building, Chicago. Just received a card from Eddie Shore. He's on a little farm near Westfield, Ind. Says he's going to have a good band just as soon as the chickens learn their notes. Come on, gang; let's hear from you. Samson says he has some bookings in Ohio for one of the better known magicians, starting this month, with other time to follow.

"HI-BROWN" BOBBY BURNS pens from Louisville: "Looks like there will be several minstrels on the road next season. I hear regularly from Max Trout. He has plans for a big one in the fall. He has capital interested and plans a 40-people unit. I never hear the Al Tint-Sam Gill controversy any more. Maybe they really got together on that double act they mentioned."

JOHN (JACK) KANE, formerly a well-known minstrel man, is now a mail carrier in Bridgeport, Conn.

MINSTREL MEN—Shoot in the news on yourself. Let your old minstrel friends know what you are doing and how you are faring.

THE CUVIER PRESS CLUB, Cincinnati, has organized a minstrel company comprised exclusively of club members. Doc Howard, former Cincinnati booker, is directing the group, which makes its debut at the Cuvier Press auditorium April 16. Those who will take part in the show are Ollie Grimm, Rodney Maytum, Charles D. Clemons, Louis Schwartz, Frank Cowperthwaite, Babe Friedman, George Wuest, Tommy Griffith, Fred Reiners, Walter Bridge, Harry Niemeyer, Cecil Hall, William Hyman, Nick Cimaglia, Ralph Curl, Harold Mason, Cliff Brennan, George F. Conver, and Joseph R. Weiss, interlocutor. A number of the members have appeared on the professional stage.

AL TINT writes from Ohio's capital city under date of April 1: "Arrived in Columbus March 30. Saw many minstrel boys I trouped with, among them Bobby Gossans, Harry Freeman, John W. Vogel and others. What's the matter with Sam (Fish) Gill? Did he run out of material and postal cards, or did the news stands run out of *Billboards?* Come on, Fish, send in an answer to my last one.

PROF. AND MRS. WALTER BROWN LEONARD are back home in Glens Falls, N. Y., after an extended pleasure trip which took them thru 23 States and into Canada and Mexico. "Hated to leave Sam Griffin and San Francisco," Leonard postcards.

WALTER REDHILL, of the former partnership of Redhill & Bradford, who launched the Al G. Field Minstrels five years ago, which folded after only a few weeks' tour, is now working on the PWA theatrical project in Cincinnati.

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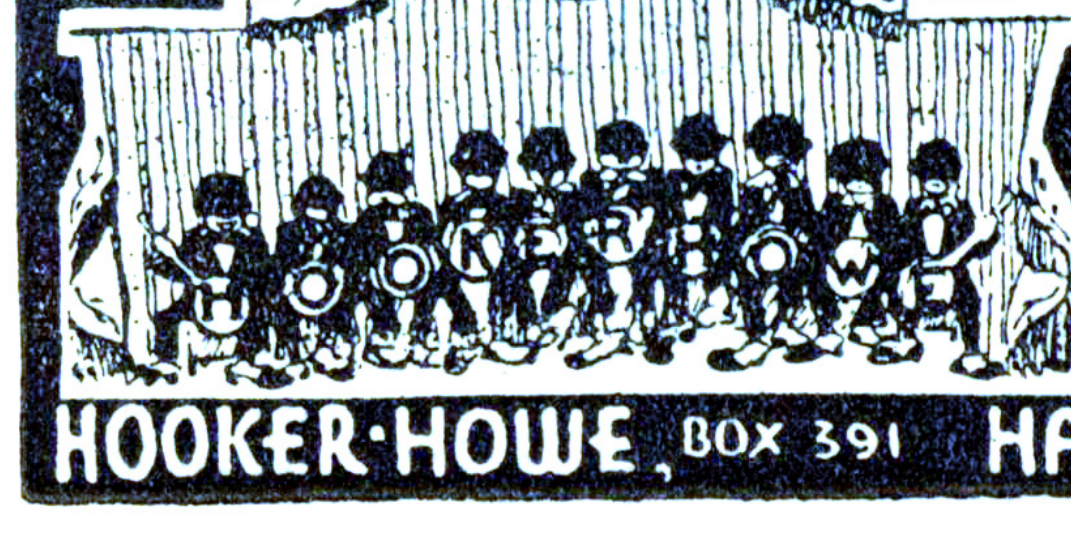

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Cites Type of Act That Hurts Show Business

Boston.

For the better interests of show business and for the sake of the performers in the business who are really interested in their profession, I am writing with the hope that this will find a place in *Billyboy*, thereby showing up only a few of the conditions that are being experienced around "Beantown" and the type of performers that are hurting the business in general. Commencing March 23 an act worked a local restaurant under an assumed name. While playing this date they made it their business to contact other acts around town for a "Theatrical Night" held every Thursday at hotel (in reality an audition), and at the same time stated that they were working that hotel the following week and were doing it for their room and board only. That week, incidentally, had already been booked for another act, but when the manager of the hotel found out that he could book an act for their room and board, he immediately canceled the original act booked in. In order to cover up themselves and to get a salary anyway, this same act had themselves booked into another local spot, thereby working one date and getting paid and doubling to another for their room and board and putting one act "out in the cold." If it weren't for acts of this type show business would be where it originally was. It is such acts that are putting performers on WPA projects. It is hoped these facts will find room in *The Billboard* and show up acts of this kind to the other members of the profession, and at the same time let the local booking offices know why it is so hard for them to put acts into the local spots.

JACK MACOMBER.

Endurance Fan Urges Action To Save Walkathon

Fond du Lac, Wis.

I have enjoyed the Endurance Department of *The Billboard* for the last two years and I would like to continue enjoying it, but right now it looks as if I won't be able to. If the walkathon operators do not do something immediately, in another year there will be no endurance shows and walkathons will be washed up. Why don't operators get together, as Mr. Kaplan suggested? The only way to save the game is for the reliable operators to do this. The present walkathon condition is not due entirely to the operators. The emsees, trainers, judges and contestants who have not joined the National Endurance Amusements Association are at fault. If all had joined the association would be powerful today. There are hundreds of walkathon fans such as I living in States that have been closed to walkathons hoping that something will be done so that they will be able to see a good walkathon again. In Wisconsin I am sure there are many towns where a good promoter could make a profit operating a show. So how about getting together for another meeting, Mr. Ross, Leo Seltzer, Hugh Talbott, Daddy Fox, Charley Hayden and the rest of you legitimate promoters? A great deal of praise should be given to *The Billboard*, Don King and Richard Kaplan for trying to keep the walkathon game from dying. GEORGE MILLER.

Data Lacking About Benders, Author Reports

Minneapolis.

Altho it is some months since I have written to The Forum, this does not mean that I have not been reading it regularly nor does it mean that I have been idle on the research about contortionists. There are still a few benders who seem to evade me insofar as any information or photographs are concerned. I wonder if any readers can offer any data on the following real oldtimers who made wonderful history in the contortion world: William Harbeck, Jerome and Alexis, Amazon and Nile, Great Norman, Athol, Borani Brothers, Carl Charles, Marsh Craig, Don Fabian, Dracula, Will Ferry, Tom Genaro, Charles Inman, Rose and Martin Julian, Olivio and Walter Wentworth. I wish to thank Chester Kingston for his photos, as well as Albert Sylvester and those who loaned me some rare photos of our beloved Dad Whitlark.

BURNS M. KATTENBERG.

In "Good Old Days" Wilson Was With 'Em

Cleveland.

I agree with Thaddeus H. Gerig that Willie Sells was the greatest promoter that the circus world has ever known. I happen to know how good a promoter he was, for I spent the year of 1897 with Hummell-Hamilton & Sells Shows. Jimmie McElroy was Willie Sells' right-hand man. If I am not mistaken the show closed very unexpectedly in Morgan City, La., that fall and the performers were led to believe that the show was to play New Orleans the following day and instead it was routed over the Illinois Central Railroad. The train was stopped about 10 miles north of New Orleans and every man that was not needed to put the show away was red-lighted. Then the show was shipped to Carthage, O., where winter quarters was set up on Carthage Fairgrounds. In 1898 the show opened under the title of the John F. Hummell Colossal Shows. Charles Arnold and Rud K. Hynicka were the owners, with John F. Hummell manager. That show closed in East St. Louis that fall very early. I was with it two seasons, one of the lucky ones. When the show came into Carthage to winter the owners sent me on to the Cooper Circus, X. Y. Z. Hennesey, owner, with Babe, the elephant, and a resin-back that Alex Lowande used on the Cooper show. I also took four young lions to the Cooper show with me. The next spring the Cooper show stranded in St. Louis in the Coliseum and left all the people in their rooms or on their trunks. That was some of the things that happened in "the good old days."

CAPT. CURLEY WILSON.

He Was in at The Finish of Norris & Rowe

Anaheim, Calif.

There have been several letters in The Forum concerning the old Norris & Rowe Circus, and I can add that Tom Myers and the writer had the red ticket wagon on the Sells-Floto Show and the year that we went into quarters in Denver, Frank Tammen, manager of the show and brother of Harry Tammen, and Judge Webber bought the Majestic Theater in Colorado Springs and Myers and I had positions in the theater for the winter. Opening of the circus season the next spring found the Norris & Rowe show in Los Angeles for an engagemennt and H. S. Rowe wired for Myers to come on. Myers had worked for Rowe before, so was well acquainted with the show. After he arrived he found an opening for me in the ticket wagon; I joined in Los Angeles and Myers and I had the wagon for the remainder of the season, which happened to be the last full season that Norris & Rowe were on the road. For at the end of that season we wound up in the fair grounds about a half block from Mr. Rowe and his family. We wintered there and had many fine meals over at the Rowes. Mr. Rowe had two lovely stepdaughters, Elizabeth and Amelia, about 17 years old at that time, which I think was in 1908 or 1909. I saw these girls many times in Los Angeles after I quit the road in 1914. When their mother was married to Mr. Rowe the girls took the name of Rowe. Walter Shannon was the side show manager and it was decided that he would finance the show thru the winter and put it in shape for the coming spring, provided his name would go on the paper as general manager, which was done. That final season lasted about five weeks, I think, as it was found impossible to go any further, there being daily attachments and no payday for anyone. A paper house finally closed us and the train and entire show was moved to Peru, Ind., and stored on the Ben Wallace tracks. This left many people stranded in Peru, including performers, musicians and department heads. Myers and I lived in the sleepers for about a week, when he went west for Pantages and I connected with the Al G. Barnes show which was in Canada. In the Forum of March 21, Mr. Gerig wrote of carrying canvas that last a full season. Well, I did too. Mr. Rowe used to come to the wagon and look at the ticket rack quite often; he always judged the house by the ticket rack and not by going into the big top and looking at the seats. None of Mr. Rowe's family took any part in the show, altho they had a private car and trouped that year. Mr. Rowe had a wonderful personality, a sunny quiet disposition and was a fine man to work for, despite the burdens he had on his shoulders. For a man to lose as fine and big a show as the Norris & Rowe was a big loss. I understand he died in Chicago several years ago. Tom Myers has had the office wagon on Crafts 20 Big Shows for the past several seasons. Rowe and Shannon did everything known to show biz to make it go, but to no avail.

HARRY MOORE.

BILLROY SHOW——

(Continued from page 39)

ent weather. Canvas, stage settings and costumes are resplendently new and give the show a striking appearance. Opening show went thru without a hitch, the Hillbilly Trio scoring the biggest hit.

The Billroy organization just missed the big twister which wrecked Cordele, Ga., Thursday morning, causing numerous deaths and heavy property damage. Fortunately, the Billroy trucks had not yet arrived in Cordele, the Thursday stand, when the tornado struck at 7 a.m. The show suffered no damage whatsoever, but Manager Wehle canceled the date.

The roster this season includes the following: Executive staff—Billy Wehle, owner-manager; Harry R. Perkins, assistant manager; Daisy Murphy, secretary-treasurer; Gladys Duncan, Vivian Voll, Betty Rawlinson, Iris Hurley, tickets; Amos McHenry, Charles Patterson, front door; Faye Crider, wardrobe; Red Early, props; Roy Heavy, stage carpenter; Eddie Mellon, lot superintendent, with a crew of 27; Ted Harvey, mechanic; Ralph Woods, electrician, and Mayo Holland, bus driver.

On the advance are Don and Della Palmer, contracting agents; Sid Lovett, in charge of billing brigade, with Si Sowash, Tom Gunnels and Roy Stevens as aids; Edythe Farley, 48-hour agent, and Tom Hutchison, heralds.

In the cast are Harry Rollins, producer and emsee; Marion Roberts (Mrs. Billy Wehle), fem leads; Ray King, Johnny Finch, Carl Brown, Rhody Jordan, Cal West, Bonnie Mack, Mary Rollins, Jean Evans and T. A. Van.

Chorines are Beth Davis, Mary Wagner, Lillian Chaplin, Helen Reed, Gretchen Nicholson, Cora May Davis, Rosaline Marco, Edith Ivey, Helen Swain and Virginia Stalvey.

Comprising the Palais Royale Orchestra are Gus Schultz, piano leader; Glenn Fye, bass; Ernie Barthel, tenor sax; Bob Heidelbergh, alto sax; Ray Werner, third sax; Archo Farley, drums; Russell Duncan, trombone; Al Peterson, trumpet, and Bob Wendy, guitar.

Specialties are presented by the Hickville Trio, Rollins and Wagner, Marion Roberts, Johnny Finch, Cal West, Bonnie Mack, Lillian Chaplin, Helen Reed, Gretchen Nicholson and Wendy, Russell and King. Cal West and Daphne (?) are the concert features, assisted by all members of the company.

Stage and the tent interior are brilliantly and effectively lighted. Two public-address systems are used, materially bettering the natural acoustics.

ALA HOPES——

(Continued from page 39)

element will go into the Guild's May 2 annual meeting to demand a complete new setup, armed with prepared resignations, and will leave the organization in a body unless assured of a new executive arrangement and method of operation. The 64 who signed telegrams each referred to two recent picture for which he had written scripts to establish their bona fides.

The telegrams read, in part: "Not one of us has ever been asked to write a word of smut for the screen. Mr. Lawson's assertion that we are treated like office boys is absurd."

In his testimony recently John Howard Lawson, as spokesman for the Dramatists' Guild, was quoted as saying important writers were treated like office boys in Hollywood studios and that motion picture producers are to blame for indecency in films. As a result of Lawson's statements before the House committee the chances of the merger of writers' organizations getting a ratification from the Screen Writers' Guild are now said to be definitely affected.

Fifty-eight of the 64 signers of wire sent House committe last week repudiating John Howard Lawson's statements dispatched a second wire to Washington this week.

Wire read: "Nothing in our previous telegram repudiating John Howard Lawson's remarks about conditions in Hollywood is to be construed as our support of the Duffy Copyright Bill to which we are unalterably opposed."

Copy of the message was sent to board of directors of the Screen Writers' Guild by Howard Emmet Rogers, Horace Jackson, John Lee Mahin and James McGuinness, sponsors of the first Washington wire.

Chicago Lodge No. 4, TMA

CHICAGO, April 4.—The TMA Chicago Lodge No. 4, announces its removal to new quarters in Fraternity Halls, 19 W. Adams street.

At the regular meeting held March 25, the following officials of the Chicago Moving Picture Operators' Union were initiated: Peter Shayne, president; Glen Sweeney, vice-president; Neal Bishop, secretary-treasurer; Frank Clifford, business manager. Among others initiated were Martin Johnson, C. Robinson and Arthur Strunk. Brother Thomas Rategan, 80, a member in good standing for 51 years, gave the candidates a speech of welcome. A lunch was served under the direction of Sister Pearl Darling.

Thru the untiring efforts of the membership committee, composed of Brothers Geis, Mazzone, Galluzzo, Burn and Lubin, the membership drive is fast assuming large proportions. Acting President E. J. Geis, in the absence of President H. W. Shraut, who is ill in the Speedway Hospital, stated at the last meeting that due to the co-operation and efforts of the members, it is confidently expected that 300 new candidates wil be enrolled shortly.

42d YEAR

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No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.

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Vol. XLVIII. APRIL 11, 1936. No. 15

THE FINAL CURTAIN

ANDERSON—James K., 66, former circus executive, March 27 at Findlay, O. Body was taken to Columbus, O., after funeral services in Findlay and burial was in Green Lawn Cemetery there. Son of a circus man, Anderson was best known as former general manager of the Barnum & Bailey Circus and during his career was identified with Ben Wallace, Adam Forepaugh, John Ringling and James A. Bailey. Surviving are his widow, a son and two sisters, all of Columbus.

ALBINA — Frank, 74, vet English trapeze artist, who performed in English, American and Continental circuses March 18 at Brighton, Eng.

ARMSTRONG—L. E., 76, president of Fort Dodge Exposition Park Amusement Company and organizer of Hawkeye Fair and Exposition there, at his home in Fort Dodge, Ia., after a brief illness. He was active in banking and gypsum and clay products industries. Survived by his widow, a son, two daughters and a brother.

BABCOCK—Edward Samuel, 73, father of Muriel Babcock, film writer for Universal Service and *The Los Angeles Examiner,* March 28 at his home in Los Angeles after several months' illness with a throat ailment. Burial in Grand View Memorial Park, Glendale, Calif. Besides Miss Babcock, he is survived by his widow, Mrs. Jennie W. Babcock; a son, Edward W., and another daughter, Mrs. F. T. Allen.

BANKS—Frank E., 62 brother of Sam J. Banks and the late Charley Banks, circus press agents and executives, in New York April 1 after a prolonged illness. As superintendent of canvas Frank Banks had many years of experience with circuses. Among shows he had traveled with were the Charles Sparks railroad show, Kit Carson's Buffalo Ranch Wild West and the old Frank A. Robbins and Sig Sautelle outfits. Funeral April 4, followed by burial in the family plot at Seneca Falls, N. Y.

BARNES — Teddy, 74, noted English vaudeville and concert harpist, March 17 at Oxford, Eng.

BRYAN—Shearon A., 43, district clerk of Cooke County, Texas, at his home in Gainesville, Tex., March 23. He was manager of the Gainesville concert band and a member of the board of directors of the Gainesville Community Circus. Survived by mother and a brother, Austin D. Bryan, of Hartford, Conn.

BUCKLAND—William, 72, well-known English fairs concessioner, March 14 at Oxford, Eng., following a long illness.

CLAUNCH — Paul, 23, concessioner with the Silver State Shows and formerly with the Western State Shows, March 26 in General Hospital, Hobbs, N. M., of pneumonia. Burial in North Cemetery, Hobbs.

CLAYTON — Harry, well-known English showman, at Oldham, Eng., on March 16.

COAKLEY—John H., 55, Metro-Goldwyn-Mayer scenic artist, March 26 in Culver City, Calif., as the result of a 20-foot fall from a scaffold.

CORRIGAN—Arthur Francis, 46, well-known New York newspaper man, who as a reporter for the New York City News Association made many friends in show business thru his covering of the Times Square district and the West Side Court, April 1 in Polyclinic Hospital, New York. Corrigan, who began his career as an office boy with *The New York Times,* reported every important story in his territory. Survived by his widow, Mrs. Alice Desmond Corrigan; a daughter, Virginia; a brother and sister.

COURTAULT—Paul, well-known European circus artist, related to the Amar and other circus families, in Paris March 17.

Percy Ames

Percy Ames, actor, known professionally in this country for 40 years, and recently seen on Broadway in the Ed Wynn production "Alice Takat," died March 28 in New York, as briefly mentioned under Late Deaths in last issue. He was 62. Ames made his debut in England, where for some time he appeared in plays with Lily Langtry and other stars.

Among New York plays in which he had roles were "Peg o' My Heart," "Seven Days' Leave," "The Cohan Revue of 1916," "Soul Fire," "Thou Desperate Pilot," "Quarantine," "The Silver Fox" and "Something Gay."

He is surived by three sisters and his widow, Mrs. Sybil Comins Ames.

DE HALL—Candis, 67, once known as the "largest tattooed lady" and in private life the wife of Percy L. Stevens, Coney Island (N. Y.) strong man, in New York March 6. De Hall had a varied career in carnivals and circuses.

EDWARDS—Hilda, 62, former dancer and contortionist, of spinal meningitis March 22 at Cook County Hospital, Chicago. Burial was in Oak Glen Cemetery, Chicago. Mrs. Edwards' only living relative is a sister residing in Fond du Lac, Wis.

FELLMAN—Mrs. Helen, wife of Harold Fellman, well-known Pittsburgh concessioner, in that city March 23. Survived by her husband and a daughter, Marie. Services at St. Patrick's Roman Catholic Church, Philadelphia.

GLAZOUNOW — Alexandre, 71, celebrated Russian composer and musician, in Paris March 21.

GUENSTE—F. F., 74, motion picture actor, in Glendale, Calif., March 28. Mr. Guenste had been in films for 18 years and was known as the "grand old butler." He went into pictures from the New York and Pittsburgh stages to appear with the late Rudolph Valentino in *The Four Horsemen.* His latest film was *A Night at the Opera.*

HALLSTROM—Carl K. Jr., 55, stage manager of the Orpheum Theater, Salt Lake City, March 26 at his home in that city of pneumonia. He was an active worker in the Mormon Church and a member of local No. 99, IATSE. Surviving are his father; two sons, Carl Jr. and Wayne, both of Salt Lake, and a sister, Mrs. Gwendolyn Rosell, of Ogden, Utah. Funeral services in the Liberty Ward of the Mormon Church, March 29, under the direction of Bishop A. B. Kesler.

HILBERT—Robert, 11-month-old son of Mr. and Mrs. Roy Hilbert, March 23 at Children's Hospital, Detroit, of double pneumonia. Burial in Oakview Cemetery, Detroit.

HOWARD—Otto, 67, many years active for the Champaign (O.) County Fair and several years director of the fair association, at his home in Urbana, O., March 24. He was county commissioner at time of death.

KANE—Edwin Vincent, 47, screen and fiction writer, March 26 in Beverly Hills, Calif., of a heart attack.

KANE—James F., 65, in Bridgeport, Conn., March 25 after a short illness. He was the father of John (Jack) Kane, former minstrel star and now a mail carrier in Bridgeport, Conn.

KELLS—Mrs. Frank, widow of Frank H. Kells, veteran theater manager formerly of North Adams, Mass., March 11 at the Albany Hospital, Albany, N. Y., of pneumonia which she contracted while attending her husband's funeral a few days before. Survived by two brothers, Oran C. Donda, Schenectady, N. Y., and Floyd L. Fonda, Hudson, N. Y. Burial in Albany Cemetery, Albany, N. Y.

KELLY—John Francis, 49, of Corning, N. Y., at the Edward Hines Hospital, Hines, Ill., recently after a lingering illness. He was stage carpenter for many vaudeville acts and also toured with various attractions over the old Mannheim burlesque circuit. Deceased was the owner of Kelly Field, the lot used by carnivals and circuses in Corning, and he had a host of friends among outdoor showmen. He was a member of the Elks and American Legion. Burial in Corning, N. Y., March 31. Surviving are his father and one brother.

KETTERING — Mrs. Cora H., 76, mother of Ralph T. Kettering, playwright and former theatrical manager and producer, April 2 at her home in Chicago. She was the widow of Ferdinand Kettering. Surviving her are her son and a sister.

KINCAID—Thomas I., father of Perle Kincaid, at the Santa Fe Hospital, Topeka, Kan., March 19. Interment at Sterling, Kan.

LA MAR—Emil Armbruster, 88, veteran band leader, at one time with the Yankee Robinson Circus, March 26 at his home in Kansas City, Mo. He was the father of the La Mar Sisters—Laura, Alice, Florence and Jewell—well known in vaudeville. Burial was made in the Old Soldiers' Home plot at Leavenworth, Kan., March 30. Survived by his daughters and his widow, also formerly a trouper.

LAWTER—Fred, technician for Paramount Pictures, March 21 in Hollywood.

LENNON—Bert, 66, who toured the major vaude circuits for 40 years as a character impersonator, in Chicago March 20. Lennon, whose right name was Elijah H. Bowen, retired from the stage eight years ago. He made his home in Chicago for the last 25 years and previous to that resided in New York. Deceased was a member of the NVA and the Eagles. Body was shipped to Hamilton, Ont., for burial in the family plot in Hamilton Cemetery March 23. Survived by his widow, Valbourg Jacobson, Chicago, and two sisters, Mrs. Edward Carroll, of Toledo, O., and Mrs. George Watson, of Hamilton, Ont.

LOYAL—Albert, member of one of the best known circus families of Europe and brother of G. Loyal, ringmaster of the Cirque Medrano, in Paris April 19.

McNEILL—Neill, 30, musician, March 28 at Nashville, Tenn., as a result of injuries sustained in an automobile accident. Body was sent to his former home in Orlando, Fla.

MAHAN—John B., 35, accountant for Paramount Publix Corporation, at his home in Jersey City March 28. Survived by his widow, father, two children and two sisters.

MAITLAND—J. A. Fuller, 79, music critic on *The London Times* and internationally noted as a music scholar, March 30 in London. Maitland, whose career as critic began in 1882 with a job on *The Pall Mall Gazette,* edited the second edition of Grove's Dictionary, known as the definitive standard reference work in English dealing with music and musicians. He is also credited with playing a large part in the revival of the English folk song. Among his published books are works on Schumann, Brahms and a translation of Spitta's *Life of Bach.* He was a member of the council of the Royal Conservatory of Music.

NELSON—George E., 47, musician, March 27 in Hollywood. He had been a member of the Los Angeles Symphony Orchestra for the last 10 years and a member of American Federation of Musicians for 20 years.

RACICOT—Henry E., 71, employed for many years with the Tarren & Voughti Organ Company, Northville, Mich., March 30. Professor Racicot studied music in Boston and was for 38 years organist and musical director of St. Peter and Paul Cathedral choir there. He was an organizer of the Catholic Choral Club, one of Detroit's first choral societies, of which he was director for several years. Survived by a son.

RAMSAY — Cromwell J., 87, retired railway conductor and father of Earl H. Ramsay, Nebraska theatrical manager, at his home in Greenville, Pa., March 29.

READY—Michael H., 80, film actor, in Los Angeles March 26.

ROBINSON—David, 26, vaudeville comedian of Providence, R. I., in Darien, Conn., April 3.

ROONEY — Annie, 56, noted English vaudeville comedienne, who retired from the profession some 20 years ago, at Manchester, Eng., March 17. She was married to Jack Cosgrove, of the English vaudeville team of Cosgrove and Westwood.

ROSS—Don W., 34, in recent years manager of a Loew theater in Bridgeport, Conn., and formerly manager of Loew's Regent Theater, Harrisburg, Pa., at Bridgeport March 15. After leaving Harrisburg Ross managed a Warner house in Philadelphia for a time. Surviving are his widow and son, Don W. Jr.

SAMPSON—David L., 85, secretary of Hamilton County Agricultural Society, sponsor of Carthage Fair, Cincinnati, for 40 years, in Bethesda Hospital, Cincinnati, April 4 from injuries received when struck by an automobile on March 29. Amputation of his right leg below the knee had been necessary because of a compound fracture, and he failed to rally. He had long been known as the oldest fair secretary, in age and point of service, in Ohio and probably in the United States. He is survived by his widow, Emma, 86, who was taken to the hospital suffering shock after the news of the accident.

SCHENK—Winifred, 18, ballet dancer, in Rochester, N. Y., March 30.

SUCH—Herbert Granville, 60, who had appeared in America with the Holman Opera Company and many musical comedy and minstrel shows and whose English career included appearances with his father and mother at Saddler's Wells and Imperial theaters and the Drury Lane Theater, in New York March 25. Such, who was born in India, was lately connected with the piano industry in New York. Survived by a daughter and son. Burial in Ferncliff Cemetery, New York.

SUPERVIA — Conchita, 37, operatic and concert singer, who had appeared with various European opera companies, with the Chicago Opera Company and on concert tours in the United States, at a hospital in London March 30. She had gone to the hospital expecting the birth of a child. Survived by her husband, Ben Rubenstein.

WELD—J. Edward, 76, retired attorney, whose studio at 55 East 59th street, New York, was a rendezvous for actors, writers and musicians, April 2 in Bellevue Hospital, New York. Services were held April 4.

WOODYATT—Albert C., 77, pioneer motion picture operator, in Moline, Ill., recently. He was for years with Horace Herbert's road shows and was also known as composer and band leader.

MARRIAGES

DANGERFIELD-SEMMENS — Benjamin Manners Dangerfield and Alice Anne Semmens, Pittsburgh dancer, in Wellsburg, W. Va., March 21.

DAVIS-SLESINGER—Frank Davis, associate film producer with MGM, and Tess Slesinger, novelist and film writer, at Yuma, Ariz., March 29 by Justice of the Peace Earl A. Freeman.

ELLINGER-SINGER — Edgar Ellinger Jr., non-professional, and Sally Singer, NBC vocal star, in New York, March 27.

FOLK-STOUGH — Col. Plummer D. Folk, manager of Marquis the Magician, and Lois M. Stough, of the Marquis advance department, at Rock Island, Ill., March 28.

GREEN-PRIDDY—Doyle Green, member of the orchestra at the Oasis Club, Fort Worth, Tex., and Vera Priddy at the club March 28.

JANNEY-PEPPER — Leon Janney, movie juvenile, and Jessica Pepper, showgirl, at Armonk, N. Y., March 27.

LOWE-KAUFMAN — Edmund Lowe, movie actor, and Mrs. Rita Augusta K. Kaufman, nonpro, at Town Hall, Armonk, N. Y., April 2.

LUTZINGER-WARD—F. R. Lutzinger, nonpro, and Madge Ward, secretary to A. H. Blank, head of Tri-States Theaters and Central States Theaters, April 1 in Des Moines.

MORTIMER-WHITNEY — Lee Mortimer, Broadway reporter, and Patricia Whitney, chous girl at the Paradise Restaurant, New York cabaret, secretly last November 27 in Jersey City.

MULLINS-SBERTOLI—Henry Mullins, known on the stage as Henry Hite, of Lowe and Hite, and Anita Sbertoli, of Chicago, at Springfield, Mo. Mullins, 22 years old, is seven feet nine inches tall, while his bride is five feet three inches in height.

RAMSAY-LLOYD — Frank Ramsay, short subjects producer, and Norma Lloyd, screen actress, in Riverside, Calif., March 28.

RICH-MITCHELL—Freddie Rich, orchestra leader, and Ula Marlene Mitchell, of Chicago, by Justice of Peace Julius A. Raven at Armonk, N. Y., March 28.

WARD-CLEMONS—Ed Ward, owner and manager of the Princess Stock Company, and Lucille Clemons, his leading woman, March 28 at Mt. Ida, Ark. by the Rev. Mr. Husley, of the First Baptist Church. J. Richmond Roy acted as best man and Ida May Roy as matron of honor. Mae Evans sang *I Promise You.* Mr. Ward has owned and operated the Princess Stock Company in Missouri and Arkansas for a number of years.

COMING MARRIAGES

Bert (Bud) Barnes, former burlesquer, radio announcer and now a member of the federal theater project at Bridgeport, Conn., to Marion Belmont, of Stamford, Conn., former director of the Heckscher Players, New York, and now also a member of the federal theater project in Bridgeport.

Margaret Layton, radio singer at KMTR, Hollywood, and Edward L.

McLarty, nonprofessional, in Santa Monica, Calif., May 16.

Rian James, RKO scenarist, to Ann Andre, English screen actress, in Reno April 18.

Mel Venter, announcer at Station KFRC, San Francisco, to Betty Lou Davis, nonprofessional, of Honolulu, in Sacramento, Calif., next fall.

Harry Peterson, Cole-Beatty lithographer, and Lucille Van Hoof, West Palm Beach, Fla., dancing school instructor, April 14.

Richard Coffeen, first trumpet player with Harry L. Hill's Orchestra at the Ingleterra Ballroom, Peoria, Ill., and Marion Harvey, singer, of Peoria, some time in June.

BIRTHS

A five-pound six-ounce boy to Mr. and Mrs. Frank Allen in Knickerbocker Hospital, New York, March 27. Child has been named Edward Carl. Father has a slide-for-life and human-torture act.

A son, Willby Jr., recently to Mr. and Mrs. Willby A. Goff at Newport News, Va. Parents were members of "Seabee" Hayworth's *Broadway Novelties* several seasons ago. At present Mr. Goff is an announcer on the staff of Station WGH, Newport News.

To Mr. and Mrs. Cliff Karns at Tri-State Sanitarium, Shreveport, La., March 28 a girl weighing 9 pounds 3 ounces. Mother is Gertrude Karns, featured in her husband's Fat Family Show with United Shows of America. Father and his brother, Edward, were billed as Jack and Jill, fat boys, years ago, and later as Karns Brothers with outdoor shows.

To Mr. and Mrs. Owen Bennett at Baptist Hospital, Memphis, a seven-pound daughter April 2. Father is owner-manager of the *Vanities of 1936* unit and the mother is featured accordionist with the company.

A 7½-pound daughter, Madren Ann, to Elbern and Dollie Calvert at Harrison, O., March 31. Father is known professionally as Calvert the Magician. Mother works as an assistant in the show.

A six and three-quarter pound girl, Alexandra Jeannette, to Mr. and Mrs. Kip Frazer in Traverse City, Mich., March 21. Father is an orchestra leader.

An eight-pound boy to Mr. and Mrs. Hal Weiner in Hollywood March 30. Father is a film publicist.

To Mr. and Mrs. Raymond G. Fernstrom an eight and one-half pound boy in Hollywood. Father is research expert on color films.

DIVORCES

Mary Manley Colby from George Colby, dancer and entertainer, in Cincinnati April 2.

Hazel Agness Ito, dancer, known professionally as Hazel Wright, from Michio Ito, Japanese dancer, in Los Angeles April 1.

Jose Antnoio Reachi, known professionally as Ramon, of the dance team of Ramon and Renita, in Miami recently from Louise Hanrick Reachi.

Ethel Leiding Willis, Pittsburgh model, filed suit against Allen Willis, trombone player, in Pittsburgh March 28.

Al Ford, concessioner, recently from Ann Ford at Benton, Ark.

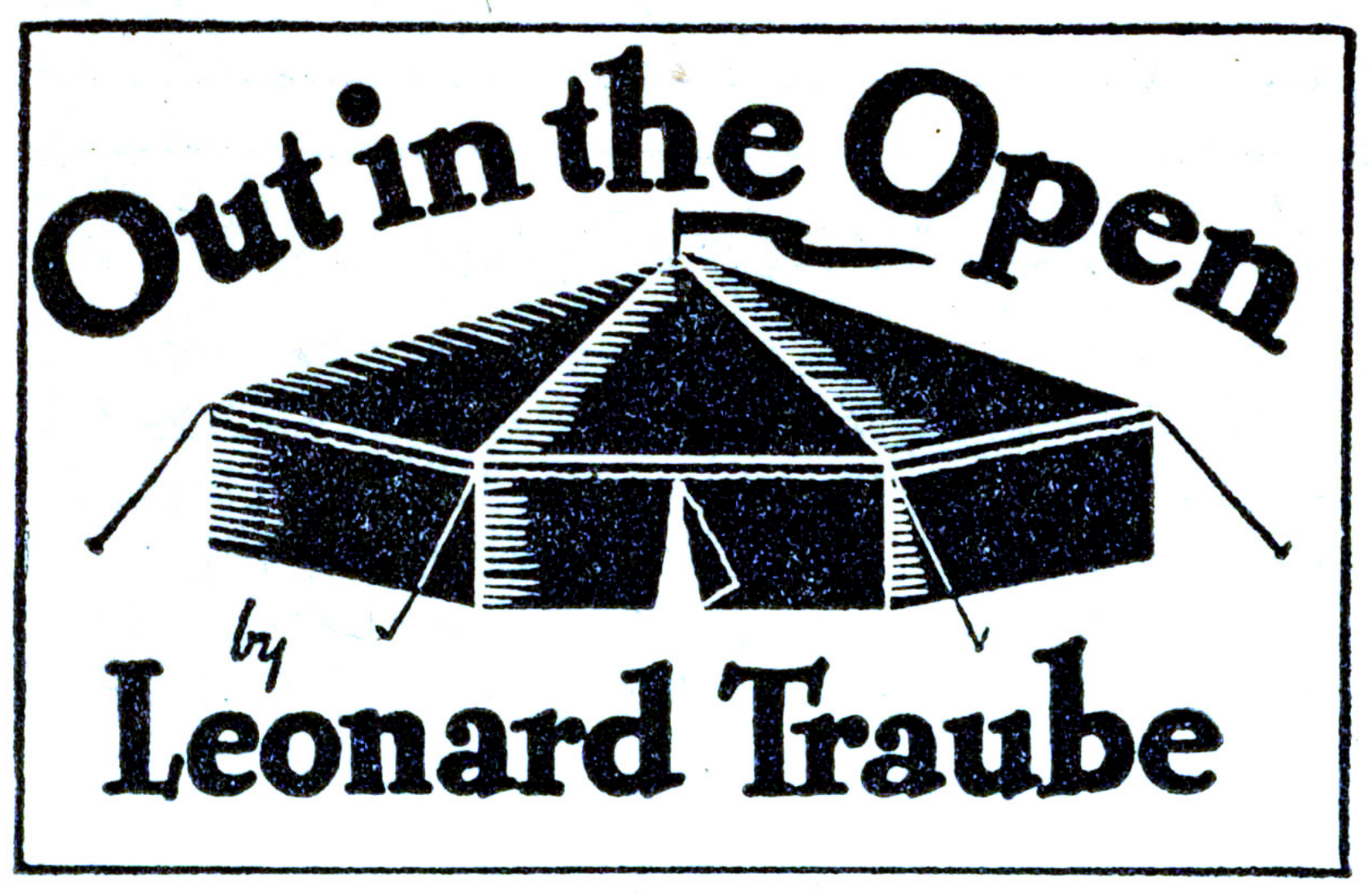
Maria Shelton, film actress, filed suit March 28 against Kenneth Polimer, agent, in Los Angeles.

Dorothy Lebaire Gering filed suit March 26 in Los Angeles against Marion M. Gering, screen director.

Jones Show Leaves For Opening Stand

AUGUSTA, Ga., April 4.—With its building, remodeling and decorating program nearing completion, the Johnny J. Jones Exposition is preparing to leave winter quarters here within the next few days for Charlotte, N. C., where it will start its new season on April 11. From Charlotte the show will move direct to Washington for its annual engagement at 15th and H streets, N. E.

General Manager Walter A. White advises that among the individual attraction operators contracted are the following: Rajah Raboid, Carl J. Lauther, R. B. (Rube) Nixon, Lillian Murray Shepard, Ollie Hager Lewis, Max Kimmerer, Mrs. D. C. McDaniel, Richard Scott, Harry Wilson and son, Harvey; Dr. Jack Wilson. Arthur Atherton will officiate in the office wagon as secretary and Walter Davis as director of press relations.



Out in the Open

by Leonard Traube

April Showshop

ADVERTISEMENT: *This Way to the Big Show,* the life of Dexter Fellows, written by himself, will be off the Viking Press May 29. Mr. Fellows has been on the publicity staff of the Big Show (Barnum & Bailey, then Ringling-Barnum) since 1906. His book tells all about the people he has met, including a processional of the great names in newspaperdom. Thousands of the author's friends are anxiously awaiting the arrival of it.

Manhattan Transfer: After having maintained a downtown New York address for years, Henry Bartels, noted animal dealer and importer, has joined Frank Buck's zoo out on Long Island. Mr. Bartels makes animals regret that they were brought back alive.

Calliope Capital: Take it from Joseph E. Ori, Newark, N. J., which is his residence, is still the country's calliope center. Ori claims the air calliope as his invention. Originally an accordion player with side shows, he saw how cumbersome the steam calliopes were and decided to toy with a compact air instrument. He toyed so much and well that he finally was successful.

All-Time Favorites

of GEORGE PHILLIPS

S. W. GUMPERTZ, John RINGLING, Tom MIX, W. T. JOHNSON, Jess ATKINS, Zack TERRELL, Charles SPARKS, Duke DRUKENBROD, Will ROGERS,* Dexter FELLOWS.

of REUBEN NORMAN

Jess ADKINS, Jimmy ALBANESE, Al CURTIS, Doc SPRINGER, Frank ORMAN, Frank SIEBERT, Ralph J. CLAWSON, Ralph WOODWARD, Earl LINDSAY, Nick CARTER.

***Deceased.**

Send in your list of 10 favorite showmen, living or dead, to Leonard Traube, New York office.

Aside to Billie Williams: A letter addressed to you, care of Hotel Havlin, Cincinnati, has been returned. You owe this column one more name, as you selected only nine people.

HISTORY REPEATS: In 1922 Dodson's World's Fair Shows, skippered by the late Wilbur Cherry, made its first invasion of the East. Mr. Cherry had been with Rubin & Cherry before and since, but the 1922 season found him with a terrific mad against his partner, Rubin Gruberg. The situation was later patched up, straightened out and fixed, but that is neither here nor there.

The invasion of the effete East met with results that may immediately be described as disastrous. The records show the same. The outfit wound up the season by wintering in the Baltimore shipyards.

In 1923 the Dodson show had an early opening in Baltimore, being intent on beating the Johnny J. Jones Exposition into Washington before trekking to the Middle West, where it remained until last summer. Mr. Jones had always played the lot on 15th and H streets, Northwest, and his local front man was none other than Lawrence Phillips, known as the human trumpeter or something like that, for the gentleman used to toss his voice all over the baseball grounds of the Washington Senators as officiator on home plate. Mr. Phillips was entitled to the rank of front man because the newspaper ads themselves read "E. Lawrence Phillips presents the J. J. Jones Exposition." In addition to practically dominating the Jones outfit, Mr. Phillips indulged in the ancient military habit of tying up lots, the inference being that Mr. Phillips was trying to protect the good name of the nation's fair capital by not permitting shows into town which in his judgment were not worthy of blotting D. C.'s escutcheon. In short, if you wanted to play the town, Mr. Phillips was the man to see.

Mr. Phillips did not figure on the O'Brien boys, who are from Baltimore, and therefore practically native D. C'ers. The O'Brien boys were composed of Wilmer Jay, Mack Brandon and William Jennings O'Brien. Being somewhat partial to the Dodson show, they descended on Washington and discovered a lot (no pun intended) which Mr. Phillips missed. They discovered a site in a fashionable neighborhood and landed a committee and started a promotion campaign, including a highly remunerative contest.

Mr. Jones, wintering in Orlando, Fla., got wind of all this and issued his celebrated ultimatum to the effect that Jones follows nobody into Washington—they follow Jones instead. He sent in to Mr. Phillips such men as Alonzo Hugh Barkley, general agent; the late Charlie McCurren, second man, and a grand old one at that; Charley Beasley and Jack Lyles, special agents. Even the late Abe Jones, lot man, was rushed in to try to heal the breach. Abe Jones always looked picturesque as he chalked off lot spaces while mounted on his trusty mule. Abe Jones did not have his mule with him this time.

A flock of promoters are in town sitting on the Dodson lot, the promoters being the O'Briens. The auspices are firing the cannon balls and Johnny Jones is pulling his hair and cracking something about letting "those punks" put it over on his supreme staff and "what in 'H' are you going to do about it, anyway?"

Mr. Jones becomes very upset when he learns that nothing can be done about it. He is in Gainesville, Fla., as D. C. is littered with "Johnny Is Coming" paper. He then makes a momentous decision which meant in effect that if he couldn't beat the Dodsons and the O'Briens he would at least tie 'em, by golly. What does he do but cancel his next two towns, Charlotte, N. C., and Richmond, Va., where paper is already hanging, and makes a railroad move, said to have cost $4,200, smack into Washington, thus day and dating the Dodsons.

You turn to 1936 or this current year of grace and find that Dodson is again in the East, is playing the capital, a lot being reopened for them by the same auspices they had 13 years before, two of the same promotion staff sitting on the town (Jennings and Mack O'Brien) and a contest campaign building the interest and furnishing the advance salad dressing.

Of course you know the finish. Mr. Phillips owns the current Jones show. He has the same lot, at 15th and H, with Mel Dodson sitting tight on another one.

The repetition of warfare is nothing if not interesting and I sincerely hope that both organizations gather in a lot of coin. It would be cruel indeed if they did not make money after going to the trouble of trying, each one of them, to get in first.

Dixie Exposition Is Again En Tour

ARAGON, Ga., April 4.—Dixie Exposition Shows opened their new season Monday night here. There was favorable weather for Monday and Tuesday nights and business was satisfactory. Wednesday had rain all day and at night there was a hailstorm, which did some damage to tents and in some places on the midway water was more than a foot deep. Thursday, with the sunny weather, showings were resumed.

Staff: C. D. Scott and Joe Hampton, owners; Bob Page, advance; George Coons, second agent; W. F. (Buddy) Braden, legal adjuster; Mrs. B. M. Scott, treasurer; Mrs. A. C. Scott, secretary; F. B. Scott, superintendent; the writer, Mrs. F. B. Scott, mail and *The Billboard;* C. K. Kelley, master transportation; Shorty McCampbell, electrician. Free acts, DuVall's Attractions.

Shows: C. K. Kelley's Century of Progress, Billy Arnte's Minstrel Show, Alleen-Allen; Ralph DuVall's "Smallest Mother and Baby" (mother monkey and babe); Kokomo Sullivan's Athletic Show.

Rides: Ferris Wheel, Mixup, Rocket, Kiddie Ride.

Concessioners: Earl Gilligan, five; B. M. Scott, three; Jean Roberts, one; Goldie Buckhanon, one; R. Richardson, one; A. C. Scott, one; Dinny Moore, one; E. B. Kaw, one; —— Buckhanon, two; W. S. Doren, one; Clayton Downes, one; M. S. Earl, one; Tonia Ke Lone, one.

Gooding Interests' Dates

COLUMBUS, O., April 4.—The F. E. Gooding Amusement Co. has been awarded contract for Merry-Go-Round, No. 16 Eli Wheel, Lusse Auto Skooter and Heyday rides at the Great Lakes Exposition at Cleveland, which event is scheduled to run 100 days starting June 27.

Gooding Greater Shows have contracts for fairs this year at the following places: Caro, Jackson, Hastings, Hartford and Centerville, Mich.; Tri-County Fair, Delphos, O.; Connorsville Free Fair, Warsaw Free Fair, Franklin Free Fair, Gibson County Fair (Princeton), Dearborn County Fair (Lawrenceburg), and Hartford City Fall Festival, all Indiana.

Sterling With World Mirth

CINCINNATI, April 4.—Frank Sterling informs that a report in last issue that he would have three attractions with West's World's Wonder Shows was erroneous. States that he will be with World of Mirth Shows and is leaving New York City for winter quarters of that organization.

ROUTES——

(Continued from page 29)

Dressen & Purcell Circus: Pekin, Ill., 8-9; Canton 10-11.
Harlan Med. Show: Bremen. O., 6-11.
Hoffman, Magician: Blackwell, Okla., 6-11.
Lucy, Thos. Elmore: New Sharon, Ia., 10-12; Kansas City, Mo., 14; Wheaton, Kan., 16-18.
Melroy, Magiican: Eureka, Kan., 9; Junction City 10; Abilene 11; Minneapolis 13; Salinas 14.
Rayaltos Concert Co.: Rochester, Ind., 6-11.
Ricton's Show: Dacula, Ga., 6-8; Oakwood 9-11.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Greenwood, S. C., 8; Greenville 9; Spartanburg 10; Newberry 11; Columbia 13; Sumter 14.
Bishop Tent Show: Berkeley Springs, W. Va., 6-11.
Blythe Players: Monkton, Md., 6-11.
Ginnivan, Norma, Dramatic Co.: Fayette, O., 6-11.
Princess Stock Co.: Greenwood, Ark., 6-11.
Sadler's Own Co.: Brownwood, Tex., 6-11.

CIRCUS AND WILD WEST

Barnes, Al G.: (Hill & Washington lot) Los Angeles, Calif., 3-9; Hollywood 10-12; Santa Monica 13; Pasadena 14; Glendale 15; Ventura 16; Santa Barbara 17; San Luis Obispo 18; Salinas 19.
Cole Bros.-Clyde Beatty: (Stadium) Chicago, Ill., 11-May 3.
Downie Bros.: Macon, Ga., 16.
Haag: Ashford, Ala., 10; Headland 11.
Main, Walter L.: Rock Hill, S. C., 9-10; Shelby, N. C., 11.
Mix, Tom: Palo Alto, Calif., 7; Santa Cruz 8; Watsonville 9; Monterey 10; Salinas 11; Los Banos 12.
Polack Bros.: St. Joseph, Mo., 11-18.
Rice Bros.: Jackson, Tenn., 11.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York April 8-May 2.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Alamo: Crumps Park, Macon, Ga.
B. & M. Am. Co.: Weleetka, Okla.
Barfield's Cosmopolitan: Jacksonville, Fla.
Bee, F. H.: Russellville, Ky., 11-18.
Blue Ribbon: Sumter, S. C.
Bolt, J. P.: Wadesboro, N. C.
Bruce: Talladega, Ala.
Buck, O. C.· Yonkers, N. Y., 16-18.
Bunts Greater: Great Falls, S. C.
Byers Bros.: Kennett, Mo.
Campbell United: Fairmont, N. C., 11-18.
Cetlin & Wilson: Reidsville, N. C., 11-18.
Crafts 20 Big: San Diego, Calif.; Taft 15-18.
Crowley United: Lexington, Mo., 11-18.
Dixie Expo.: Rome, Ga.; South Pittsburg, Tenn., 13-18.
Dodson's World's Fair: Norfolk. Va., 11-18.
Evangeline: Paris, Ark.
Frederick Am. Co.: Chickasha, Okla.
Gloth: Youngstown, O., 8-11.
Gold Medal: (46th & Gravois) St. Louis, Mo., 6-18.
Golden Eagle: Erie, Kan., 11-18.
Golden State: Lompoc, Calif.; Ventura 14-19.
Golden Valley: Meridian, Miss.; Laurel 13-18.
Green, Doc, United: Ft. Motte, S. C.
Great Olympic: Obion, Tenn.; Jackson 13-18.
Great Sutton: Osceola, Ark., 11-18.
Greater American: Springfield, Mo.
Greater Expo.: E. St. Louis, Ill.
Greater United: Corsicana, Tex.
Hansen, Al C.: (40th st. & Charlotte pike) Nashville, Tenn.; Hopkinsville, Ky., 13-18.
Happy Days: Murfreesboro, Tenn.; Cookeville 13-18.
Hilderbrand United: San Pedro, Calif.; Los Angeles 13-19.
Hodge, Al G.: (Morris & Pa. sts.) Indianapolis, Ind., 11-18.
Hughey Bros.: Shannon, Ga.
Hurst, Bob: Joinerville, Tex., 6-18.
Imperial: Cairo, Ill., 11-18.
Joe's Playland: Drumright, Okla.
Jones, Johnny J., Expo.: Charlotte, N. C., 11-18.
Kaus: New Bern, N. C., 13-18.
Kelley Greater: Owensboro, Ky., 11-18.
Landes, J. L.: Abilene, Kan., 11-18.
Latlip, Capt.: Charleston, W. Va., 15-18.
Liberty National: Eddyville, Ky.

(See ROUTES on page 122)

Barnes More Spectacular Than in Previous Years

●

Program one of best ever offered by management—Bert Nelson, Cristianis, Mabel Stark among features—has fine tieup with exposition at San Diego, Calif.

●

SAN DIEGO, Calif., April 4.—The Al. G. Barnes Circus fully measures up to the advance promises that this year it would be newer and greater. The idea of Manager S. L. Cronin to sell the show to the California Pacific International Exposition worked out well. The premiere idea, mentioned in last week's issue, was masterly showmanship. The local papers, handled by Bernie Head, gave the show fine publicity. Not only was this hookup with the exposition good for the Barnes show, but it stimulated a lot of interest in the exposition. At the premiere, night of March 27, there was an immense audience. The house was sold out at advanced prices.

This year the show is more spectacular—new specs with lavish displays of feminine beauty and all new wardrobe, trappings for elephants, horses and lead stock; nifty dance numbers arranged by George Cunningham, Hollywood ballet master, in rings and center stage; a new music score for singers and interpolated dance numbers. The soloists are Charlotte Hoffman, soprano; David Craig, tenor, and Del Page, baritone. More than 500 people are in opening spec, which is a riot of color. Mounted corps of women trumpeters head the pageant, then Sylvia Weiss, the "Golden Girl," on an elephant. Girls are beautifully costumed. There are 20 elephants, all in new trappings; the usual lead stock, and specially noted was the excellent band of Eddie Woeckener.

For the formal opening matinee, March 28, ideal weather prevailed and there was a straw house. Straw also was used at night. Occupying parts of two sections of the starbacks, Bonham Bros. presented the junior and senior bands, 245 men, under direction of Jules Jacques. They split the one-hour concert preceding the performance with the band of Woeckener.

Bert Nelson scored a tremendous hit with his large mixed group of lions and tigers. The creeping and roll-over tigers and finish, wrestling with lion, are featured. He sells his act in a showmanlike manner. The Cristiani riding act had the large audience alert every moment applauding this remarkable number. Walter McClain's herd of elephants is fast working; the time consumed for this act from entrance to long mount,

(See BARNES MORE on page 49)

Bockus-Kilonis Open April 30

MANCHESTER, N. H., April 4.—April 30 has been set as the opening date of the Bockus & Kilonis Wild Animal Circus. Engagement will be for three days under auspices of the Milk Fund.

Three press agents will be in advance, George Atkinson, Harold Rodman and Louis Ganz, with F. Percy Morency back with the show. It has been definitely decided to use a 25-cent general admission the entire season.

Among acts will be Captain William Schulz Animal Unit, with Marion Knowlton, who will be billed as Lady of the Lions; Leo and Mae Jackson, Harry Barrow Unit, DeMarlo and Marlette, Raymond and LaFrance, Freeborn Trio and Ted Merchant, cowboy screen star with 10 people and eight head of stock.

The executive staff includes Curtis L. Bockus and John D. Kilonis, owners-managers; James Swafford, general agent, Ben R. Jones, secretary-treasurer; J. H. (Doc) Oyler, Side Show manager; All Massey, bandmaster; George Manchester, lot superintendent; George Atkinson, general press agent; Howard Mitchell, in charge of No. 1 Car; Slim Walker, master mechanic; Ernie McCollum, electrician.

Jim Londos, wrestler, telephoned from New York that he was sailing for Greece to be gone three months.

The new trucks bought last week will be delivered April 8. Visitors this week included Dick Gilsdorf, Al Massey, Mr. and Mrs. Swafford, Mr. and Mrs. Rodman, Doctor Olzendam, Jim Poillos, Nate Waterman, Sam Applebaum, Bill Wilcox, William Book and Doctor Elliott.

No Menagerie, Side Show At Cole Chi Engagement

CHICAGO, April 4.—There will be no menagerie and no Side Show at the Chicago engagement of the Cole Bros.-Clyde Beatty Circus. These features will be picked up when the show leaves for its road tour. Local engagement is for 23 days, closing May 3.

Billing was started Monday, William Backell being in charge of the advertising car. The publicity men, R. E. Hickey, Floyd King and Ora O. Parks, have been at work for a week and the dailies have already carried a number of stories. Hickey has some nice shots set for one or more of the rotogravure sections.

Feature of the show will be Clyde Beatty and his "cats." He will work one group of 34. His wife, Harriet, also will present an animal act. A new riding act direct from Europe, the Zavatta Troupe, is announced, also a European acrobatic act, the Zoeppe Family. Complete program has not been announced, but among the acts to appear will be the Imperial Illingtons, Bob Eugene Troupe, Florescu, high pole act; the Gretonas, the Clarkonians, Albert Powell, the Millettes, Esma Wilson, Edwards Sisters, Cyse O'Dell, Jean Evans, aerialists; the Belfords, the Reynolds-Donegan roller skating girls, Dennie and Edna Curtis, the Dobans, the Ernestos, the Clarks, and a number of others. Jumbo II, African elephant, also will be one of the attractions at the Stadium.

Tom Mix Honored By Taft Kiwanis

TAFT, Calif., April 4.—When the Tom Mix Circus was here March 26 the Kiwanis Club gave a luncheon at Hotel Fox in honor of Tom Mix, with Arthur M. Keene, publisher of *The Daily Midway Driller*, officiating as host. At the guest table were E. C. Emmons, mayor of Taft; Fred Mitchell, Mix, Keene; Robert A. Shelbourne, president of the Kiwanis Club; Dr. Al Burgeois, Jack Munds, who as mayor of Dewey, Okla., appointed Mix chief of police in 1900; Harry A. Hopkins, chairman of the California Highway Commission, and J. D. Peterson, past president of Kiwanis Club.

The Fighting "Colonel"

In the Harry-Anna Home, Umatilla, Fla., is a young crippled boy, "Colonel" Linard Jones, who loves the circus and likes to hear from showfolk. He is suffering from tuberculosis of the spine and has been bedfast most of the time for nine years. He is 12 years old, but one would judge him to be about seven.

J. Tracy Hager, of Eustis, Fla., is one of those very much interested in the chap. He says that if one had asked Ed Baker, superintendent of the home, on August 1, 1935, whether young Jones had a chance to attain manhood, Baker would have positively answered no. When Baker went to the home, Dr. Frank Fort, one of the specialists, told him that nothing could be done for the "Colonel." However, to send him from the home and give his bed to a kid who could be helped would have been a definite "death warrant" for him.

In The Billboard of August 24, 1935, Leonard Traube in his Out In the Open column gave quite a bit of space to the "Colonel," which resulted in a flood of letters, all kind and encouraging. One from a woman well known in circus business told how interested she is in little boys, having no children of her own, and that she would remember him in her prayers each night. Later she wrote that her sister also was remembering him. Several other women also wrote similar letters. In nearly every letter he receives there is mention of prayer.

A special brace has been ordered for the little fellow and an effort will be made to teach him to walk. Dr. Fort is of the opinion that he will make a cure. A particular friend of the boy is George Lux, of the Erie Lithographing Company, Erie, Pa.

Fine Opening For Harry Haag

MOBILE, Ala., April 4.—Harry Haag's three-ring circus organized here at the old Arlington fair grounds, with Mobile capital with Harry Haag as general manager, opened here March 30. Show was given on Bradford avenue and Government street lot under auspices of Maple camp, Woodmen of the World. Tent was three-quarters filled at matinee and show had capacity at night.

The show opened with a pageant composed of the performers, ponies, dogs, a trick mule and clowns headed by a 10-piece band. Dogs and ponies and aerial acts are featured. For the opening the circus had Maxine, elephant, owned by W. C. Richards. He and his wife are operating a tourist camp near Pensacola, Fla. The elephant

(See FINE OPENING on page 49)

Three R-B Pygmy Elephants Arrive; Pub. Campaign Starts

NEW YORK, April 4.—A principal feature of the Ringling-Barnum Circus from which much is expected is three pygmy elephants brought over from Africa by Howard Bary, Ringling scout, who introduced the long-neck women from Burma two seasons ago. Bary arrived with his touted charges on the

(See THREE R-B PYGMY on page 50)

Extra Show for Rice Opening; Ray Brydon Buys 10 New Trucks

JACKSON, Tenn., April 4.—With the expectation of an unusually large crowd here April 11 for the opening of Rice Bros.' Circus, arrangements have been made to give, in addition to the two regular performances, an extra show at 10 a. m. especially for children. The city and county school superintendents are co-operating and the tickets for this special show are being sold at the schools.

Lillian Navarre (Mrs. Champ Simpson) has been engaged as prima donna for the spectacle *Fiesta Days in Spain*. Mifford H. Smith, of Fulton Bag Company was a visitor at quarters.

The big top goes up today with rehearsals starting Monday. Merchants' exhibits housed in a large tent at entrance to the big show will be on display thruout the week. The Musical Fredericks drove in. The advance brigade has started on the job with plenty of paper.

Ray Marsh Brydon is on a trip into Illinois and will return with 10 new Chevrolet trucks. Mrs. Brydon and daughter, Rae, are expected shortly. Jack and Leona Halligan visitors; "Doc" L. B. Ford busy making talks at schools. Jack Walsh getting everything ready for his new cookhouse. Curley Chaplin, assistant big top boss canvasman, is ill in Memorial Hospital with pleurisy.

JACKSONVILLE, Ill., Apr 4.—Ray Marsh Brydon and drivers left the factory of the Eli Bridge Company Thursday night with a 24-foot horse trailer, enroute to winter quarters of Rice Bros.' Circus, Jackson, Tenn., and with a 20-foot elephant trailer to Rochester, Ind. to obtain several elephants at the Cole-Beatty quarters.

Rail Show For Jones

●

Quarters established at North Warren, Pa.—opening latter part of April

●

NORTH WARREN, Pa., April 4.—E. H. Jones, of this city, has established winter quarters here and will launch a railroad circus, opening approximately April 25. He is a brother of the late Augustus Jones and is a veteran at handling rail shows.

It has not yet been decided on how many cars the show will move. Jones is buying all kinds of circus property, elephants, wild and domestic trained animals, camels and other lead stock.

Baggage and sleeping cars are being whipped into shape by experienced department bosses.

D. C. Hawn, who was general agent of the Cole & Rogers Circus for Jones, has been signed and is lining up his department.

Wheeling Lots In Bad Condition

WHEELING, W. Va., April 4.—Circus agents will be dismayed when they view the old spots on Wheeling Island this year.

Several circuses were here last spring. If they return this year they will have to swing their tents on a hilltop; that is, if they want an early Wheeling date.

The spacious parking grounds north of the West Virginia State Fair park now has the appearance of "No man's land." It is strewn with tons upon tons of debris.

The inside of the race track on the old fairgrounds, where circuses were formerly held, is hard to find. There are other spots, but none as large as these two. The State fair association is in receivership and unless the WPA cleans up the spots in the next two weeks they will be n. g. for the big tops.

K. C. Advance Guests of Show Club in Rochester

ROCHESTER, N. Y., April 4.—Performers Club of Rochester, composed of circus, vaude and other oldtime kinkers, last week entertained Joe Siegrist and other members of forthcoming Knights of Columbus Circus, scheduled for the K. C. auditorium. Party, held in the Moose Club, brought out upward of 50 people, many of whom entertained, topped by excerpts from oldtime vaudeville sketches and characterizations.

Club was organized in 1931 by Hank Adams, juggler, and was originally called the Old Timers Club. The next year Adams and Sam Kellar, another oldie, changed the club to its present name. Object is to further the interests of entertainers. One of the most active members is Ruth Hanson, who was known in vaude as Jolly Ruth. Max Cohen, local amusement attorney, is club's counsel.

Denver Shrine Show Best in Four Years

DENVER, April 4.—The fourth annual Shrine circus, presented in the city auditorium by the El Jebel Shrine, grossed heavier than any of the previous three. Manager Lew S. Parsons said the Shrine would put the show on again next year. Patrons this year bought the expensive seats more freely than any other year.

Harry Sells With Eddy Show

OXFORD, PA., April 4.—Harry Sells, veteran boss canvasman, last season with the Hunt Circus, will again be under the Hunt banner as superintendent of canvas with the new Eddy Bros.' Circus. He is now at quarters at Trenton, N. J.

Monroe With Lewis Bros.

CANTON, O., April 4.—"Red" Monroe will be boss canvasman with Lewis Bros.' Circus. He served in the same capacity with the show during the fag end of last season. He came here this week to assist with the Shrine Circus at the Auditorium.

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With the Circus Fans

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(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Burt L. Wilson, Circus Fan of Chicago and assistant editor of *White Tops,* together with William Sneed, Circus Fan, and Harry Atwell, circus photographer, visited the Cole-Beatty quarters at Rochester, Ind., March 28. Atwell and Wilson took a number of pictures of acts in rehearsal. Floyd King was host to the party and served a splendid lunch. The following Sunday Wilson drove to Westmont, Ill., and spent about an hour with Dennie and Edna Curtis and was shown over their new home, ring barn and farm, and states they have a wonderful place.

Harper Joy and party arrived in San Francisco from Honolulu March 26 and after spending two days there started for their home in Spokane. Lou Berg, of Honolulu, renewed acquaintances with Joy and Harry Goetz. Berg is an old-time Circus Fan and trouped with Norris & Rowe and other circuses. Mr. and Mrs. Joy and Mr. and Mrs. Goetz had several visits with Captain and Mrs. W. W. Webster. Mrs. Webster is a daughter of Col. C. G. Sturtevant, national historian of the CFA, and they are located at Schofield Barracks near Honolulu.

CFA Brace A. Helfrich and wife, of Wichita, Kan., stopped off in Gainesville, Tex., recently and were entertained at dinner and a visit to training quarters of the Gainesville Community Circus by CFA A. Morton and wife.

About 150 people, including the Circus Fans of the Alfredo Codona Tent, San Antonio, were invited to witness a dress rehearsal of the Flying Codonas, who have been practicing since the close of Hagenbeck-Wallace Circus at St. Mary's University gym under direction of Lalo Codona, catcher and manager of the act. The flyers are Clayton Behee and Rose Sullivan. Abreus Circus Band furnished the music. Rehearsal was afternoon of March 29.

Among those witnessing the performance were Father Rabe, president of the university; Fred Beckmann and Teddy Webb, of the Beckmann & Gerety Shows; Fred Glasscock, old circus performer, and the following fans: Harry Hertzberg, Lewis Kayton, Porter Loring, Walter Loughridge, Jack Pitluck, Colonel Sturtevant, Frost Woodhull, Tom and Pasco Scaperlanda and Mrs. Frank Hartless.

Circus Fans of Petersburg, Va., entertained the staff and performers of Kay Bros.' Circus at Max's Banquet Hall night of March 27. Sam Dock, of Silver Bros.' Show and board of directors of the fair association also were present. The Fans there have organized the Kay Bros.' Tent. William Ketrow gave an interesting talk on his experiences and several other members of Kay Bros.' made brief talks. The Fans have been regular visitors to the Kay quarters. B. Thomas M. Smith, State chairman of the Tent presided. I. T. Townsend was elected president. The Tent has planned to have regular meetings for the purpose of entertaining circus people when playing in that vicinity.

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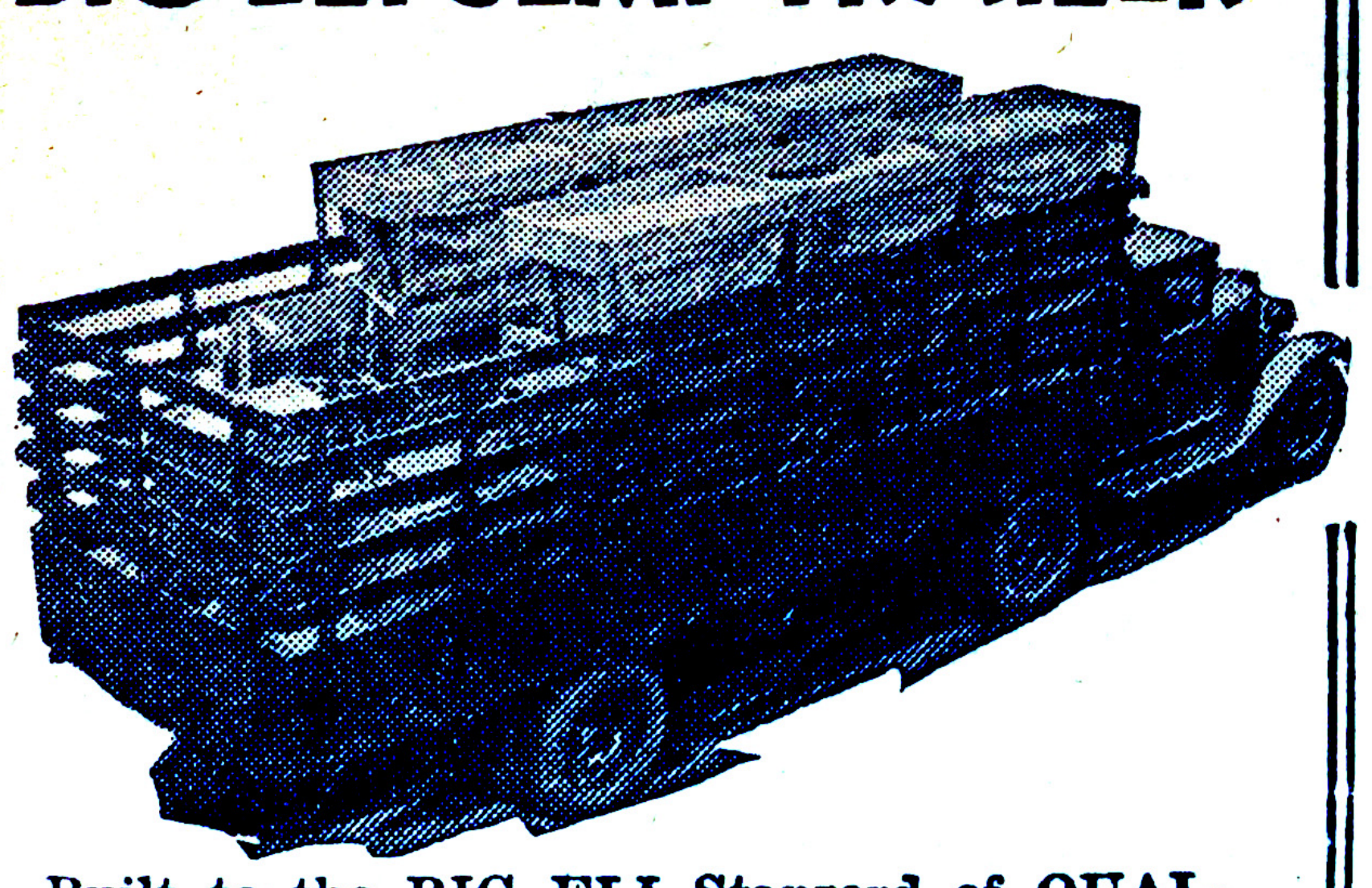

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Wild Animal Biz In Terrific Boom

NEW YORK, April 4.—Practically every animal dealer in the metropolitan district is importing more wild stock than in eight or ten years, with demand from circuses, carnivals, lobby ballyhoos and brokers being tremendous.

Winter preparations for coming season have shown that a record number of carnivals are going in for animal shows of the trained and untrained variety. About half a dozen accredited carnivals have either converted themselves into animal circuses or combo circus-carnival, which represents a modern trend.

Dealers and importers elsewhere, notably the West Coast, Central States, various mountain districts, Midsouth and Southwest, the country's leading animal centers, are getting steady calls for animal kingdom stuff. There are more than 150 so-called indie people all over who are marking up their best pre-season sales in years. These hear of prospects and immediately arrange for buys either thru importers or dealers or with animal trainers and showmen who want to give up their charges for immediate cash.

Even some parks are going in for the jungle items.

Riddle Opens April 11

POPLAR BLUFF, Mo., April 4.—Jack Riddle's Society Circus will open next Saturday. A new loudspeaker unit has just been received, also all new rope and new center poles. The Rozina-Riddle troupe, featuring Materine Rozina, tight-wire number, will close act with a blindfold jump of five feet without umbrella.

Leo Ballman has arrived, replacing Jack Shafer. Annetta and Bernice Riddle are having special examinations at school as regular term is not over until last of April. Lois Riddle has made all new costumes for wire act. L. E. Collins, Woodrow Dallers and Jerome Poe are working on clown numbers. Aerial Smiths stopped off en route to St. Louis. Chief Rolling Cloud and wife had Ma Riddle, 70, at their quarters for dinner. Riddle met Mr. and Mrs. Bean, of high-pitch fame, here last Thursday. They had a nice day, collecting a double saw buck.

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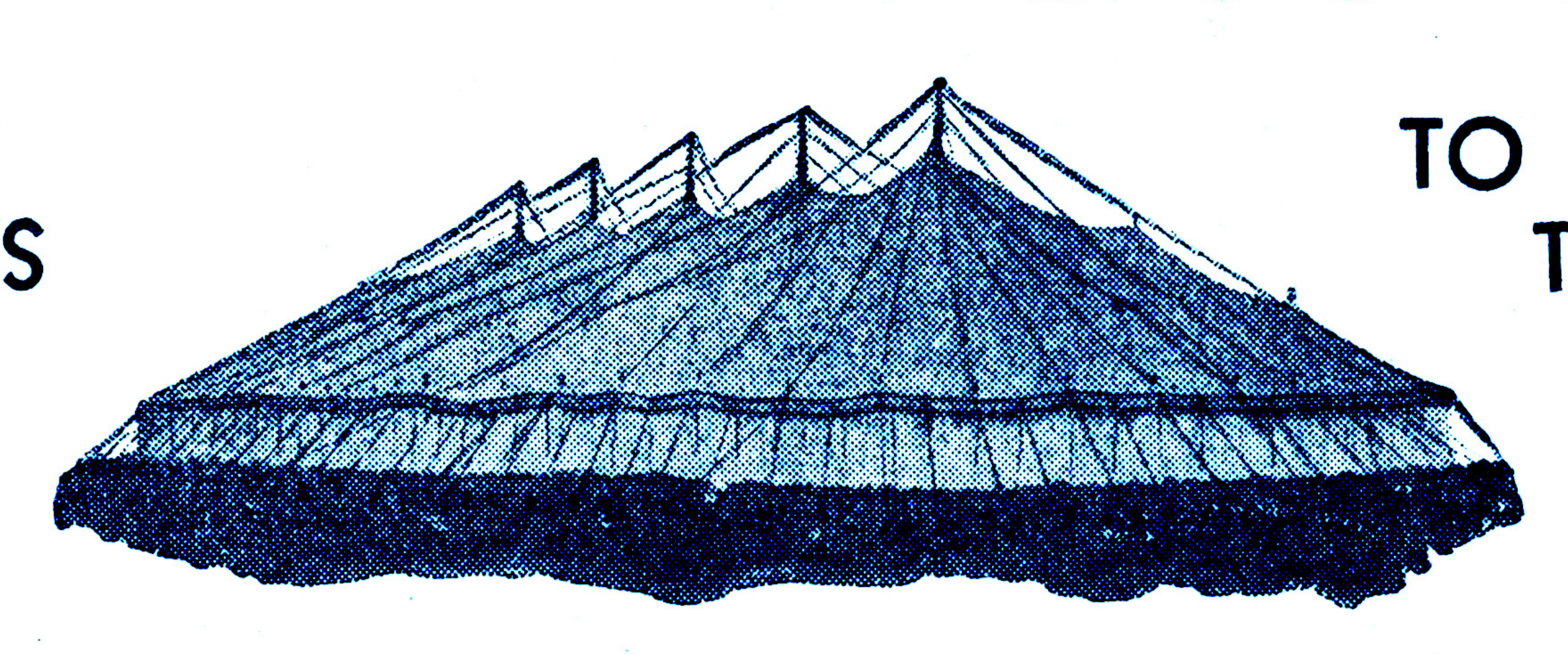

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Bill Pollack Real Fan

BUFFALO, April 4.—H. William (Bill) Pollack, owner of the Pollack Show Print Company, has "purchased" Tuesday night at the Morton-Hamid Circus for Ismailia Shrine Temple during the week of the show here. It is the first time Bob Morton can remember that the owner of a show print company has gone so far as to buy the entire house.

Pollack brought the first indoor circus to this city for the Shrine during the time he was Potentate and Morton had the pleasure of having his show under his direction in 1934. It has since become a permanent institution and it is an annual event for Morton during Easter Week. The advance sale is so large that it appears as if extra shows will have to be staged.

Peru Pickups

PERU, Ind., April 4.—Mrs. Bessie Heiser Gardner, visiting son in Chicago, received a telephone call at 10 a. m. informing her to work menage and trained ponies here. She made 180-mile trip to farm in little over two hours. Was given a big hand for working several groups.

Charles Young has been purchasing agent for a number of large shows the past month. Stated that he is contracted with Cole-Beatty show.

Hospital patients are Calvin Blankenship, recovering from amputated leg, and Charles (Getz) Wellbrooke, bedfast the last six weeks, intestinal ailment.

Big attendance at farm last Sunday. Animals and troupes, worked by assistants past weeks, were put thru paces by veteran trainers. Charles Brown, seal trainer, was back. Concession stands, supervised by Jack Campbell, with indoor unit in charge of Eddie Babel, and outside, Una Merkel. Among visitors were Ernie Clark and troupe, en route to Rochester, Ind., to join Cole Bros.

Victor, Alice and son Chester, hippos, one of the biggest drawing cards at farm, were leased to Detroit Zoo for one year.

Jess King has been handling publicity for matinees at the farm. Stated that Mrs. Pauline will be operating calliope at future dates. Stated that John Ed (Dad) Copeland is in menagerie department of James M. Cole Circus at Penn Yan, N. Y.

Ernest White arrived from Chattanooga, Tenn., and renewed acquaintances with Fred (Aerial) Young. He was given a party at Young's Jockey Club.

Macon, Ga., Jottings

MACON, Ga., April 4.—Willie Wilken, story man with Downie Bros. Circus is busy getting his material ready.

Theresa Morales and husband, Jimmy Baker, have left to join the Seils-Sterling show at Macon, Mo.

Dinty Moore, with headquarters in Macon, has sent most of his units, Gold Diggers, to their starting points. He will leave approximately April 5.

Joe Gilligan and wife have returned from a fishing trip in Florida. Joe is master of transportation and wife, Isabelle, is still connected with the George Hanneford riding act with the Downie show.

The George Hanneford family arrived with a new house car and new stock.

Jack Hoxie and Dixie Starr are expected from the Broken Arrow Ranch in Arizona next week. The Butters Troupe of wire artists will arrive soon as they have finished their western tour.

Carlos Carren, Bert Wallace and Irvin Arnold have done fine work with the Downie horse acts. Marion Shuford and the other menage riders are rehearsing daily. Act will consist of 18 horses and riders.

The wardrobe for the opening number has been okayed by Mrs. Charles Sparks and she says its the finest the show has ever displayed.

John Helliott Improving

PERU, Ind., April 4.—John Helliott, veteran wild animal trainer is improving. Was furnished by circus management with a pair of crutches and it was stated by Dr. S. D. Malouf ,that all traces of pasturella, had subsided and that the patient will be confined to hospital several weeks more, under observation.

Helliott was breaking a bear set for regular Sunday farm matinees when attacked by "Himmy," 750 pound bear.

Canton Shrine Show Has Fair Opening

CANTON, O., April 4.—The third annual Canton Shrine Indoor Circus opened Monday night in the City Auditorium to fair business. Promotion was in charge of Paul M. Lewis, owner-manager of Lewis Bros.' Circus, and it is the first time that the show appears to be a winner. Two hundred and sixty-one banners were hung in the building. Advance ticket sale was reported double that of former years.

The opening performance when caught by *The Billboard* representative ran less than two hours. Altho not as pretentious as some indoor shows here in recent years, the performance as a whole offered plenty of circus and scored with the audiences.

The program: Tournament; comedy acrobats, Dardenello Trio; ponies, dogs and monkeys, Mae Lewis; Texas Joe and Marion, whip crackers; swinging ladders, Cora Graybor and Phyllis Stanway; 12 trained dogs in a snappy routine, Dorothy Lewis; Slivers Johnson and his clowns; Roman rings, Grahams and Malloys; small ponies, three, Mae Lewis; Barney Aronsen on balancing wire; clowns; single traps, Fred Wilbur, Nancy Darnell, closing with muscle grinds, and Eddie Morris; six Liberty ponies, Mae Lewis; Carmen and Crowley, comedy acrobats; cradle perch, the Wilburs; trained goats, William Oswald; double balancing traps, Mae and Eddie Marine; jungle beasts in steel arena, Jerome Smith; tight wire, Evelyn Kelly; loop trapeze, Phyllis Stanway; elephants, Barbara Campbell; teeter-board, Morree troupe. Jerome Smith was equestrian director.

The band of 15 was under direction of L. E. Walcutt. Arnold Sussnell handled the banner promotion. Newspapers here and in Massillon, Dover, New Philadelphia and Alliance gave plenty of stories, especially at Massillon, where K. C. DeLong, circus fan, assisted with the publicity.

Finishing Touches To Cole-Beatty Show

ROCHESTER, Ind., April 4.—The finishing touches are now being given, both to rehearsal of acts and check-up of props, preparatory to movement April 7 of the Cole-Beatty show to Chicago. Baggage and ring stock are in prime condition.

Great preparations are being made for Indiana Press Day, April 6, when publishers and representatives of the Hoosier Daily List, Chicago newspaper representatives and newsreel men will be given a dress rehearsal of animal, menage, Liberty and elephant acts.

Newsreel men representing Universal, Hearst-Metrotone, Fox-Movietone and Paramount were on hand at quarters March 28 for shots of the Beatty act, presented in outside arena. Mrs. Beatty was given much film, working the cats in all paces, with and without assistance from her husband.

Harry Atwell, Chicago photographer, gave the audience a bit of comedy when he consented to enter the arena for shots, but developed a nervous temperament when "Bruno," Beatty's new finale lion, left the pedestal and moved abruptly in Atwell's direction.

Pleasant weather the last few weeks has brought many out-of-town visitors to quarters.

The new elephant-lion-tiger act, to be worked by Mrs. Beatty, has been whipped into shape with assistance of W. F. Bernard and Bob McPherson. It will precede the Beatty act in the arena.

Circus Acts in "Jombo"

EAST LIVERPOOL, O., April 4.—The new *Jombo* stage unit show, premiered here, is made up largely of standard circus acts—the Riding Rooneys, with Charley Rooney acting as equestrian director during the presentation of the circus features; Felix Morales, head slide; Violetta Rooks, iron jaw; Senorita Conchita, aerialist; Toto Ivy on the silver loop; Emanuel, tight wire; Le Verna Sisters, double traps, and Pape and Conchita.

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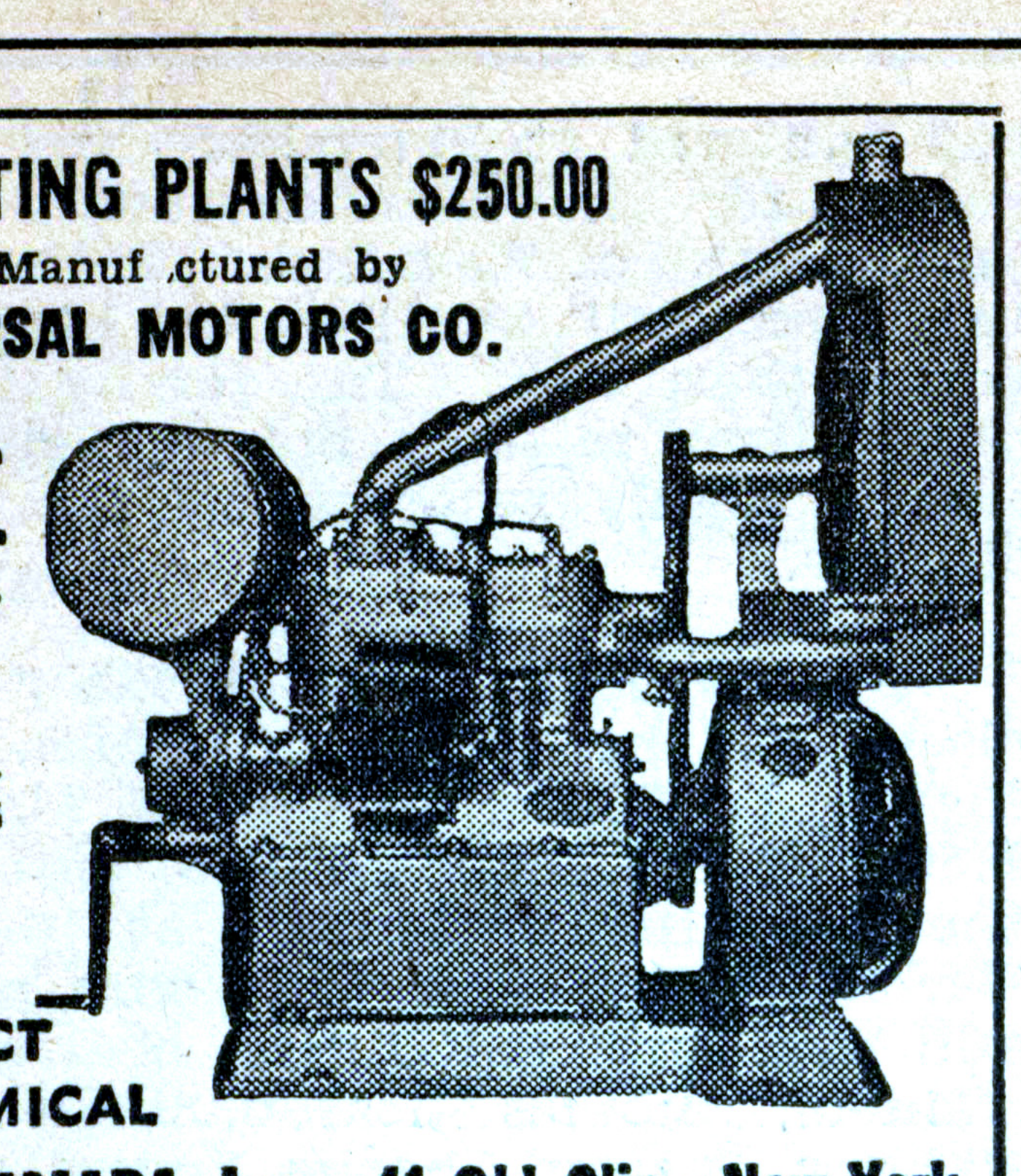

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Opening April 11th. Fast trumpet, also trombone. Wire quick. Others write. LEE HINCKLEY, 13th and Walnut Sts., E. St. Louis, Ill.

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Dexter Fellows
(CSSCA)
Tent Tattles

By FRED PITZER

NEW YORK, April 4.—F. Darius Benham, who celebrated his 44th birthday anniversary April 1, was all a-twitters recently when someone telephoned and asked him to give a 15-minute circus talk over one of the popular stations. . . . The good ship Morrissey, we are informed, is being readied to make its annual trip north with Capt. Bob Bartlett. . . . Clyde E. Pangborn is making or completing preparations for a world flight and will take the Tent's flag with him to be sold to the highest bidder when it is returned. . . . Dexter Fellows' new book is to be called *This Way to the Big Show,* and talking about Dexter he displayed real enthusiasm recently when talking about meeting the boat the other dawning that was docking with its load of miniature elephants for the Garden opening. Even this press agent couldn't hide his boyish fervor over the receipt in New York City of these pocket edition pachydermites.

As this is being read the Dexter Fellow citizens are preparing for their gala night in the Garden when the Big Show throws open its doors for the 1936 season. The Tent has taken most of the box seats and after the show has planned a hot-dog beer party to entertain the artists and executives of the circus. And this will be done in the sawdust of the center ring. We will dance on the two stages and beer will be served There will also be pretzels in the shape of some of the working acrobats and potato chips. All of these goodies are to be provided by Freddie Kanen, who has charge of the concessions for Madison Square Garden. The committee in charge of the affair is headed by Ray Schindler and the printed matter, consisting of a snappy letterhead, was worked up by Orson Kilborn and printed by Charley Parkes' print shop.

Al H. Oake Ill At Clovis, N. M.

CLOVIS, N. M., April 4.—Al H. Oake, general director of Bailey Bros.' Circus, is confined to his room at the Santa Fe Fred Harvey Hotel here. He is attended by a nurse for an ailment which attendants have been unable to diagnose. C. A. (Dud) Lawrence and Cash Wiltsie are doing the contracting and general agent's work until Oake is able to resume his duties. Lawrence was general agent and Oake contracting agent on the Tom Mix Circus last season.

The show, which opened at San Antonio five weeks ago, is clicking, and business has been good. Has lost two days occasioned by terrific New Mexico wind storms. Show travels on 26 trucks, seven new Chevrolets having been delivered recently.

Ben Mouton is owner and does a high fire-dive as free attraction. George DuVall is general manager; Cash Wiltsie and William Snider, legal adjusters; Howard King, banner solicitor; William Durant, advertising manager.

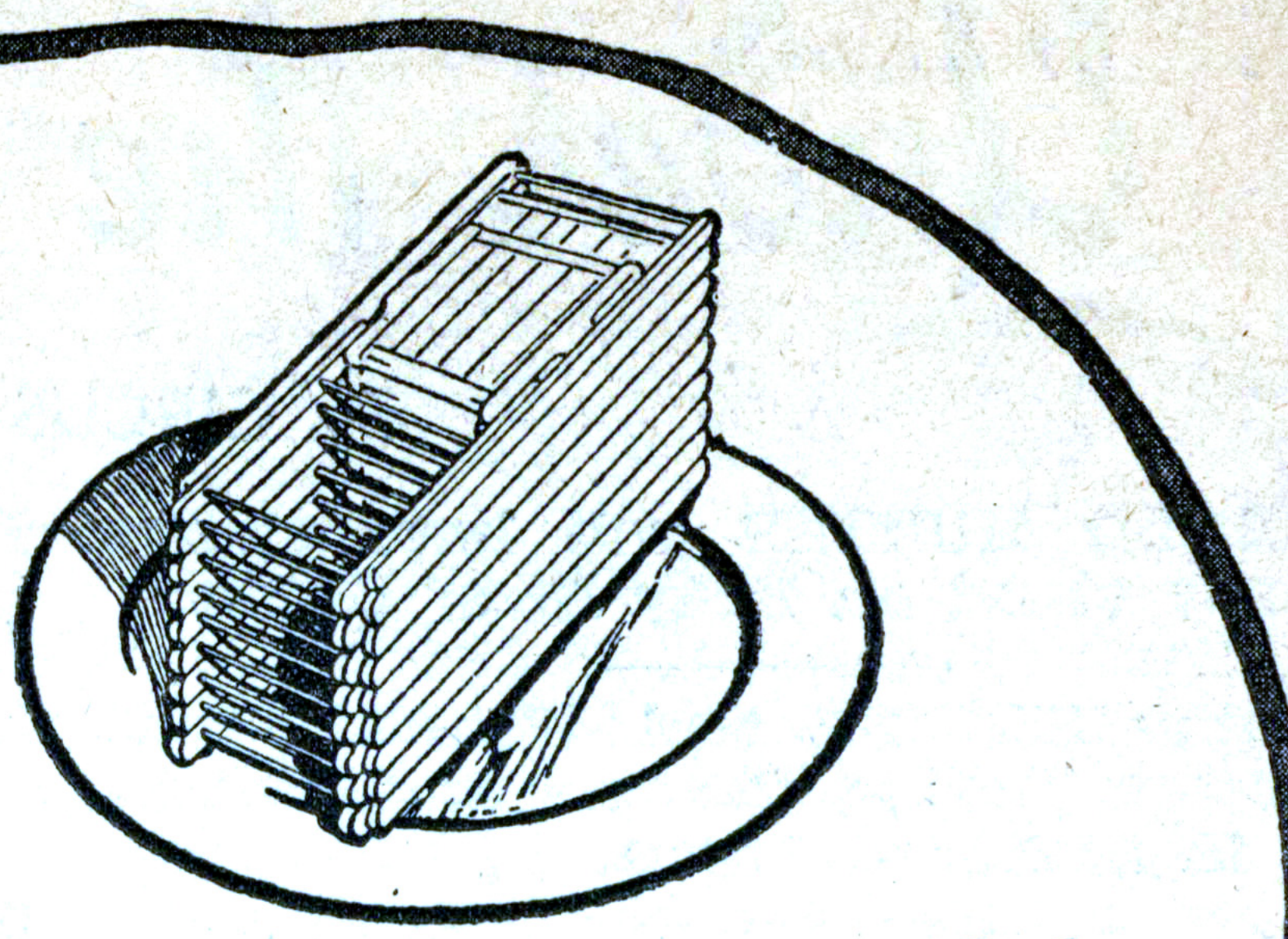
Animals include elephants, tigers, bears, monkeys, apes, horses, dogs and ponies.

Happy Hunt's Party

BLOOMINGTON, Ill., April 4.—A group of aerial performers who have been training and wintering here was entertained in the Green Room of Tilden Hall by Happy Hunt of that hotel. A seven-course dinner was served, after which the guests spent an evening of dancing. A 10-piece orchestra furnishing the music.

Those present were Arthur Concello, Antoinette Concello and Eddie Ward of the Flying Concellos; Wayne Larey, Robert Porter, Everett White, Harold Genders, Grayce Genders, Marion Bordner and Lavon Bonhauser, of the Flying Comets, who left to join Ringling-Barnum Circus; Eldon Day, of the Fearless Flyers—Russell Bros. Circus; Billie and Virginia Ward, Flying Illingtons; Harold Voice, Eileen Larry of the Flying Harolds—Cole Bros. Circus; Ulaine Malloy, who will parks and fairs. Those from the city were Mr. and Mrs. Brown, Virginia Snyder, Bill Fitzgerald, Clara Watchinski, Walter Hill and Al M. Witt.

FOLDS FLAT.



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Under the Marquee

By CIRCUS SOLLY

HAROLD HUNTER will have charge of candy stand on Eddy Bros.' Circus.

LLOYD SENTER and Webb's Circus Revue are playing theaters and promotions in Southern States.

DALE BOTT will join Rice Bros.' Circus as a member of the commissary department.

McCUNE GRANT TRIO, comedy horizontal bar act, are with Schell Bros.' Circus.

D. H. (BERT) DOSS, of Bloomington, Ill., well-known circus performer, has taken over the management of Shalain Park in that city.

HERBERT A. DOUGLAS of W. Chester, Pa., recently visited winter quarters of Reo Bros.' Circus and met his old friend, Walter Reo.

J. (SPUD) SLOVENSKY advises that he will be with Eddy Bros.' Circus as band leader, also handle mail and *The Billboard*.

A. H. WESTFALL, former contracting agent of the Walter L. Main Circus, is located on San Fernando road, Los Angeles.

BILL HILLIAR has obtained 500 inches of free publicity for Ray Marsh Brydon's Rice Bros. Circus in Jackson, Tenn. dailies this spring.

JIMMIE CAMPBELL'S Glengarry Lassies, Scotch entertainers, will be with Al F. Wheeler in the Annex with Eddy Bros.' Circus.

WALTER L. MAIN Circus will open at Rock Hill, S. C., where it has wintered, April 9 and also play there the following day. Will be under American Legion auspices.

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NOTICE!

All Candy Butchers engaged for Cole Bros.-Clyde Beatty Circus report at Chicago Stadium April 9.
E. TUCKER.

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Solo Trombone and Baritone, Performers in all lines for Big Show. MIGHTY HAAG SHOW. Attapulgus, April 8; Donaldsonville, 9. All Georgia.

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JAMES LIVINGSTON, veteran circus performer of wagon-show days, is presenting a musical program—violin solos and songs — in schoolhouses in Pennsylvania and New York.

TAD TOSKY paid his final spring visit to the Chicago offices of *The Billboard* a few days ago before leaving for New York to join the Ringling-Barnum Circus.

THE LeVINES (Harry and Charlotte) will be one of the feature aerial numbers at the Tall Cedars of Lebanon Circus, Trenton, N. J. Will present perch and double-trapeze acts.

AERIAL LaZELLAS, after a winter of night club and theater dates around Detroit, were at Shrine Circus, Canton, O., last week, and will play Shrine Circus, Des Moines, Ia., and St. Louis Police Circus. Will again be at fairs this summer.

HARRY VILLEPONTEAUX, aerialist and contortionist with the Purcell Stage Circus, will do a loop-walking act, also parachute jumps from a balloon this season.

THE SHIP, a club situated near the wharf and headquarters for the Circus Saints and Sinners at Wheeling, W. Va., practically "sank" in the flood, but has raised its head above water.

The Great Kozak (the Man from Moscow), who has completed 24 weeks in vaudeville, will be with Rice Bros.' Circus He spent a week's vacation in Chicago, and also a couple days at home in Northeren Wisconsin.

PAT VALDO, of Ringling-Barnum Circus, has bought a residence at Sarasota, Fla. In purchasing his home there, Valdo joins many other circus officials and performers in making Sarasota their permanent address.

There will be another railroad show in the field this season, that of E. H. Jones, who is organizing at North Warren, Pa., story of which appears in another column. The other rail organizations for the 1936 tour are Ringling Bros. and Barnum & Bailey, Cole Bros.-Clyde Beatty and Al G. Barnes.

WILLIAM PURTILL postcards that the old Noyes avenue circus lot in Westerly, R. I., is again available for circuses. A part of it was occupied by an oil company, its lease having expired. Lot is in center of town. Westerly did not have a circus last year.

A LARGE "finger ring" measuring about two inches in circumference was recently dug up in Savannah, Ga. The band of metal is in the shape of a signet ring, and in the oval provided for initials is the name of J. G. Tarver, Texas giant. Tarver has been a circus side show feature for years.

THE LaBELLE-RAY Troupe will be with Eddy Bros.' Circus, presenting ring and acrobatic acts, and Merwyn Ray filling the position of producing clown. They open with the Eddy unit at the Tall Cedars Indoor Circus at Trenton, N. J.

TOMMY BUTLER, electrician, last season with Lewis Bros.' Circus, infos that he will not be with show this season. He is an operator at Strand Theater, Battle Creek, Mich., a W. S. Butterfield theater. Butler carries an IATSE card, Local No. 172, Jackson.

DRESSEN & PURCELL Circus will close winter tour at Canton, Ill., April 15. Dressen is at Chillicothe, Ill., getting ready to open outdoors April 25. The show had the best winter season in four years. Flying Howards will arrive from Florida approximately April 21.

FLORESCU and H. G. Spinks, his property man, are back in Chicago after playing the Denver indoor circus. Florescu will play the Stadium engagement of the Cole Bros.-Clyde Beatty Circus, then go to Dallas for an engagement at the Texas Centennial.

PROF. AGNEW, who has petrified man exhibit, arrived at Rochester, Ind., last week from Florida. He had to detour more than 700 miles account of flood waters.

JOHN F. DUSCH, band leader, who has been absent from the white tops for nine years, is back in the game and will lead the band of Rice Bros.' Circus. En route to join the show at Jackson, Tenn., he stopped off at Cincinnati and visited *The Billboard.*

HENRY T. ZAENGER, veteran mail carrier at Perrysville, O., retired March 31. Prior to carrying mail he was the owner of the Perry Billposting Company. His hobby is the circus and theatrical business.

MUSICAL JOHNSONS will conclude their indoor tour with the engagement at the Tall Cedars Indoor Circus at Trenton, N. J., after which they join Al F. Wheeler's Annex with Eddy Bros.' Circus.

CLIFF McDOUGALL caught the Barnes show at San Diego, Calif. Says that on March 28 show had the folks on straw to rings in afternoon and at night on straw at the ends. The Cristiani family received a beautiful horseshoe of white gardenias, five feet high, from Yacopi troupe in New York.

KEITH AND LOUISE BUCKINGHAM, of Elmira, N. Y., recently visited the quarters of the James M. Cole Circus at Penn Yan, N. Y., and state that they were much impressed with the layout of the new show. Keith adds that Ben Holmes will be ahead of the Bishop show.

J. WARD CLARKE visited Bailey Bros.' Circus, Ben Mouton, owner, at Clovis, N. M., biz being good. Among those with show are Ralph Noble, Side Show manager; Joe Holland, boss canvasman; Sam Jones, pitchman; George Duvall, William Snyder, Connors Trio, Robert and Mary Atterbury, Tige and Teen McCue; Lawrence Cross, principal clown.

FRANK WALTER, Houston circus man, recently presented an animal act—Shetland pony, dog and lion, in the banquet room of a Waco, Tex. hotel There was a slight mishap when the lion leaped on top of the pony, clawing and chewing it. Walter, however, managed to get the lion away before it could do any real damage.

CHARLES BERNARD'S circus history research, the size of his collection and the rapid growth of his mail order trade has justified the erection of a new building and grounds of his Riverside home at Savannah, Ga., to be used as his office, for display and storage of collection and stock carried. It is nearing completion, will be equipped and Charley expects to occupy it in the near future.

A PORTION of the long-pending legal battle concerning taxation of paintings in the John and Mabel Ringling Museum of Art, at Sarasota, was ended March 28, when the State Supreme Court handed down a decision affirming and sustaining a previous ruling of the Circuit Court in holding that the paintings and objects of art housed in the Ringling museum were not subject to taxation.

HY NICHOLS, returning from England in charge of two troupes of Chinese performers, met three Singhalese elephant men aboard ship who presented the bulls before the passengers. Nichols states that they acted as if they had papers for Manchester, N. H., and spoke of a new circus springing into being at that point. (Editor's note—The Bockus & Kilonis Circus is in quarters at Manchester).

BILLY LORETTE, clown cop, continues to improve in health at American Hospital, Chicago. Mrs. Lorette asks that it be made plain that Billy was not at the indoor circus in Denver a couple of weeks ago. An item concerning the circus carried the name of Bill Lorette, but this evidently was an error. He will be in the hospital for some time, but Mrs. Lorette says she expects him to be back in the game by early fall.

UNDER THE LEADERSHIP of Tom Smith, Circus Fans of Petersburg, Va. entertained the Ketrow Family at an elaborate dinner, March 27. The family has wintered at Petersburg and is preparing for the commencement of the annual tour of Kay Bros.' Circus, which this year will be literally, bigger and better than ever. The family has endeared itself to the people of Petersburg, and is highly regarded by the leading citizens.

DURING THE ENGAGEMENT of the circus at the Shoreham Hotel, Washington, D. C., Dr. William M. Mann, director of the National Zoo, entertained the following performers at luncheon: Harold Powers and wife, wire act; Mr. and Mrs. Emil Pallenberg, bear and dog trainers; Bubbles Ricardo, single trapeze Kataros, Risley; Charlie Young, rocking tables; Randows, clowns, and Will Hill, of Hill's Elephants. Dr. Mann took the group on an inspection tour of the zoo following luncheon.

LIPPINCOTT, the magician, writes from "Tiddlin Switch, Tenn.:" "I see in *The Billboard* that the One, Horse & Upp show followed me into a certain town in a southern state, and I disagree with your correspondent as to the rates at the one hotel there. It's one dollar per day single. I do a 'one-man show' and in order to make the natives think I had a large troupe while billing the town, I engaged all the roms in the hotel (six). After playing the date it cost me two dollars more than I took in to settle the room rent."

MORE THAN 20,000 attended the Los Angeles Department of Water and Power Carnival in Pan-American Building night of March 21. Only department employees and their friends were admitted by ticket. A circus was held in south end of the building under direction of Bill Hoffman, former trouper. Eddie Gamble booked the acts, and also did the announcing. Due to large crowds, four performances were necessary. Included in program were Pina family; Wally, juggler; Snooky, trained chimp; clowns, Bimbo, the tramp on tables; Phil Escalante, wire act; Marie and her pets; Escalante trapeze act.

RECENT VISITORS at Circus Room, Hotel Cumberland, New York, were: Hawley Oefinger, CFA, W. J. Hudson, Josie LaFrance, Emma Raymond, Mrs. Mabelle Kidder, Stanley Wilkes, Casey Novik, Jack V. Lyles, Frank West, Frank Sterling, Tex Sherman, John T. Miller, E. E. McEddy, Baltzer Sisters, George Phillips, Pete Berryman, Frankie Packard, J. Raymond Morris, John J. Cousins, H. M. Kilpatrick, Jane Boland, Cora Wilson, Oscar Decker, Frank Meredith, Mr. and Mrs. Doc Cann, Max Linderman, Hal Corbett, Jack McDonough, Norman, the Frog Man; Abe Adelman, Mr. and Mrs. H. V. Baugh and Anne Bednar.

SHOWMEN'S LEAGUE circus notes: Larry Benner, side show man, lecturer, magician, and almost anything else useful around a circus, could not withstand the charm of the American circus. He had to return to troupe this year with one, or the other, of two shows with which he has been in former years. Larry ended a five months' "vacation" in the Hawaiian Islands when he dropped in at a recent meeting night to "mitt" the boys around the League. He reported a fine outing, said that he had grand treatment, but in the Islands he missed the aroma of sawdust, hence his return to the field of the American Big Rag World. . . . Al Humke, ticket seller, etc., of the circus world, seems to be anchored for the time being. He is at San Diego with the Exposition, second edition, and the white tops may not know him this season, unless it be about the time the boys in clown alley begin to say "a cold winter is in prospect" and look forward to saving the kopeks of the late months to combat King Boreas as Rex Ingis moves southward. . . . Kenneth Peck, of Downie Bros. Circus, dropped in to the League rooms to meet old friends, thusly mixing pleasure with business on his visit to Chicago.

Everette to Haag Show

HOUSTON, April 4.—T. F. Everette, who has owned and managed cafes here since leaving the white tops several years ago, is closing out his interests and will be with the Haag show this season.

First of the Christy Bros.' Circus units will leave here shortly for Des Moines, Iowa. G. W. Christy returned from Fort Worth, where he was in a huddle with Billy Rose. Meyer Schlom was a recent visitor at quarters.

FINE OPENING——

(Continued from page 44)

talks or grunts. Elephant is handled by Zinder T. Ingram. After the Mobile performance, the bull was shipped by truck to Barney Bros.' Circus under lease for the season.

Acts are: aerialists, Aleta Brooks, Rogas duo, Silverlake duo; Ollie B. Lamb who does single iron jaw; Bellenti Bros., horizontal bars; dogs and ponies, "Ginger" diving dog.

The Side Show opened in full after the show reached Biloxi, Miss., April 1 and is in charge of Harry Harris. Attractions are Mrs. Harris and Ethel Morris, snakes; Bobby, Kentucky Minstrels—seven colored performers, Hawaiian musicians and dancers, featuring Jerry Atkinson; William Stiles, Punch & Judy. C. J. McDouner is on the front. The Kid Show carries a 14-piece colored band.

The circus moves on 25 trucks and will tour Mississippi and then head for Tennessee and Indiana. Show is operated by a company headed by Robert C. Schwarz, president; Sam Schwarz, secretary-treasurer; Harry Haag, general manager; R. C. Schwarz Jr., office and tickets; Bert Schwarz, electrical illuminations and trucks; Glenn H. Ingle, general agent with two advertising cars in charge of Bill Cates, Guy Smith and Willie Clark; concessions, Harry B. Atkinson, superintendent; grease stand, "Red" Everett; pass box, George Silverlake; clowns, Sig Bonhomme, Brownie Silverlake, Charles Ernest, Jr., Raymond Duke; assistant electrician, Mose Frank; tickets and banners, Dick Keno with four assistants; band leader, Westley Floyd with following musicians: Dave Seibert, Hudson Graham, Joe Ewton, cornets; Manifred Haughton, trombone; Domingues Cueto, baritone; Tom Watson, bass horn; Frank Langham, drummer; Bob White, caliope; J. T. Kyle, French horn; J. H. Gavin, clarinet; with additions to be made later; boss canvasman, Harry Bender; publicity, Terry Marshall; cookhouse, Joe Ewton; Mit Hudson, chief of ringmasters, with George W. Mashall, announcer.. President R. C. Schwarz announced that the show would employ 90 people. The big top is 80x40 with two 30s.

This is the third season that Schwarz Bros. have taken out shows originating in Mobile, the others featuring dogs and ponies.

BARNES MORE——

(Continued from page 44)

six minutes. Mabel Stark, with her tigers, received her usual big round of handclaps. Capt. Terrell Jacobs has a snappy, fast-working lion act. Liberty act is in all rings, with 40-horse tableau in center. The Waltiers, aerial bars, classy, received a big hand. The performance, as a whole, is one of the best ever presented by a Barnes show and reflects great credit on Manager Cronin; Bob Thornton, equestrian director, and his assistant, Fred Ledgett.

The Program

Inaugural pageant titled *The Spirit of '36*.

No. 2—On track, highly gaited saddlebred horses; the riders, Ova Thornton, Alma Taylor, Diane White, Marguerite Gormar—a classy number. Lotus, big hip, to floral car, driven by Mary St. John. A new animal stunt, "Joey," orang-utan, leading Ruth, huge pachyderm, both playing mouth harps. Trained by Walter McClain.

No. 3—Ring 1, Albert Pearson, skilled English artist, juggling and equestrian act; center, Jacbos and his lion group; Ring 3, Ottavio Canestrelli, juggling on back of galloping horse.

No. 4—Special announcement, Ali Ben Ami, carried in mouth of elephant.

No. 5—Ring 1, Irene Ledgett and Shetland ponies; center, Mabel Stark and her tiger group; Ring 3, Maxine Woeckener, working pony group.

No. 6—Ring 1, Miss White, with trained horse, pony and dog, very pleasing; center, La Verne McClain, Bengal tiger riding elephant, got a big hand; Ring 3, domestic animals, worked by John White and Alma Taylor.

No. 7—Special announcement by Mel Smith—Bert Nelson and 28 lions and tigers; a big hit.

No. 8—Ring 1, comedy juggling, hats and small objects, Cash and Carry; center, the Cristianis, acrobatic number, with finish, double somersault by one of troupe from teeterboard to chair catch on pole balanced by one of the troupe; Ring 3, Ross Bros.' Trio, comedy equilibrists, on toppling tables.

No. 9—Forty-horse Liberty act, rings and track, with tableau finish; trained and performed by Roland Simpson, Fred Ledgett and John White.

No. 10—Novel handling of aerial number, singing girls on swinging ladders, with David Craig and Del Page soloists. Ring 1, ladders, Hazel Moss, Golda Higdon, Lorraine Wells, Peggy Marshall; Ring 2, Golden Girls on Golden Whirl, Babe Thomassen, Mayme Ward. On ladders arranged to work in threes, Helen Wright, Dolly Jacobs, Marie Wolf, Bertie Youden, Vernis Mitchell, La Verne McClain; Ring 3, swinging ladders, Lorraine Wells, Giovani Canestrelli, Marguerite Gormar, Diane White, Betty Baker.

No. 11—Ring 1, principal act, Miss Cosette; Ring 2, principal act, A. Bellmonte; Ring 3, ladies' principal, Miss Machaquita. Concert announcement by Mel Smith, appearance of concert people, cowboys, Indians and girls from the *1936 Hollywood Revue*.

No. 12—Ring 1, seals, by Joe Belovockey, Hazel Moss; center, the Dazzling Durbans, excellent juggling; Ring 3, seals, by Lorraine Wells.

No. 13—Ring 1, the Florenz troupe, tight wire; center, the Webber Trio, dancing acrobats on tight wire; Ring 3, the Canestrellis, tight and slack wire.

No. 14—Ring 1, Kling Brothers on revolving ladder; center, on high trapeze, Misses Thomassen, E. Cristiani, Hazel Moss.

No. 15—Big clown number in rings and on track.

No. 16—Three groups of posing girls, white horses and dogs, presented by Mayme Ward. In center, all in bronze; in end rings, all white. In display are Shirley Baron, Helen White, Pauline Hall, Myrtle Stanley, Cookie Hamlin, Marion Bendixen, Ruth Paulette, Elizabeth Lawhon, Gene Stafford, Sylvia Weiss, Bettie Escalante, Maryon Darling, Grace Asher, Marguerite Gormar, Golda Higdon, Marcelle Le Flores. Second concert announcement.

No. 17—On track, leaping greyhounds and racing English whippets, with series of high leaps, presented by Jack and Anna White.

No. 18—Special announcement of the Cristiani Troupe, in great horsemanship, featuring Lucio Cristiani, a marvelous rider, somersaults from horse to horse and twisters thru hoop, horse to horse, and the four men jumping simultaneously from ground to back of rapidly running horse, alighting standing, were special features in an act that received tremendous applause.

No. 19—Clowns on track.

No. 20—Big herd of elephants, trained by Walter McClain and presented by Irene Ledgett in Ring 1; La Verne McClain, in Ring 2, and Shirley Baron, Ring 3. Fast working act with several new tricks in routines.

No. 21—Ring 1, Angelo Troupe, acrobatic feats; center, the Canestrellis on unsupported ladders; Ring 3, first appearance in United States of the Weirs, Hungarian acrobatic act of great merit.

No. 22—This is a very pleasing number, high-school horses ridden by Ova Thornton, Alma Taylor, Dolly Jacobs, Thora Lillian, Constance Dunn, Giovani Canestrelli, Maxine Woeckener, Helen Wright, Bertie Youden, Diane White, Myrtle Williams, Golda Higdon, Dixie Dunbar, Georgia O'Dell, Peggy Marshall, Hazel Moss, Lorraine Wells, Vernis Mitchell, Betty Baker, Lillian Dean, Flo Masters, Marguerite Gormar, La Verne McClain, Irene Ledgett, Marie Wolf, Joan Moran, Alfreda Ames, Trixie Peters.

No. 23—Clowns in novelty display.

No. 24—Special announcement, the Waltiers on high aerial bars, dexterous feats, with some very clever clowning.

No. 25—Hippodrome, Roman standing, gentlemen's jockey, tandem races, racing greyhounds, pony races with monk riders.

The closer, *The First Americans*, in all rings and on track, all Indian dress, tepees, dances, nicely presented. The Indian musical numbers arranged by Eddie Woeckener.

The clowns are Fay Wolcott, Frank Cash, Fred Carry, Robert Gilbert, Andy McCoy, Ralph Miller, Homer Goddard, Fred and Doodles De Marrs, George Rearick, Mike Garner, Sam King, Billy De Voe, Toots Marion, Ottavio Canestrelli, Arthur Burson, Chick Dale, Ross Bros.' Trio, Milt Taylor, Boppo, Red Kirk, Harry Martin, Ricardo Canestrelli, Pat Kling, Frank Cherry, Toby Tyler, Bill Kling, Lefty O'Neal, Toots Papke and Harry Adsit.

The concert will be covered in the next issue.

The Staff

S. L. Cronin is general manager; Arthur Hopper, general agent; Theo Forstall, treasurer; Jack Youden, secretary; W. H. Colp, legal adjuster; Lee McDonald, lot adjuster; Ed F. Maxwell, local contractor; John J. Brassil, manager Car No. 1; Frank Mahery, manager Car No. 2; Bernie Head and Jack Grimes, press representatives; Earl De Glopper, contracting press agent; Allen J. Lester, checkerup; George Lowe, boss billposter; Perry Plank, banner puller; J. W. Petterson and Dan Dix, 24-hour men; Leonard Karsh, auditor, front door; Duke Drukenbrod, manager Side Show; Chester Pelke, superintendent concessions; Robert Thornton, equestrian director, and Fred Ledgett, assistant; Eddie Woeckener, leader big show band; H. Allen Browne, leader Side Show band; Captain W. H. Curtis, general superintendent; G. H. (Blackie) Williamson, superintendent props; Mike Tschudy, boss hostler; Judd Bullock, trainmaster; Edward Versteeg, chief electrician; Eddie Trees, superintendent menagerie; Walter McClain, elephants; Merle Rittenour, ring stock; George King, wardrobe; Margaret Graham, wardrobe mistress; Leonard (Winnie) Wakeling, head porter and superintendent dining cars; Jack Fenelon, special officer; Ralph Carson, backyard office; Jersey Schanck, superintendent Side Show canvas; George Tipton, steward; J. O. (Red) Forbes, chief mechanic; Charles (Waxey) Olsen, harness maker; Pete Ebert, blacksmith; Turner Thomassen, timekeeper; James Thomassen, cashier candy stands; Mel H. Smith, announcer, press agent back, radio and director public relations; Bill Bush and Percy Merrell, in charge of tractors; Al Weir, official chaffeur; Mark Kirkendall, in white wagon; Dan Parker, uptown tickets; Howard Y. Bary, advertising banners; Jake Posey, forage agent; Harry Levy, admission taxes; Harry Bert, superintendent inside tickets; Al Moss, chief usher; Joe Brown and Johnny Myers, litho and banner pickup men; George Penny, barber; C. Y. Clifford, candy floss.

The Side Show

Sterling (Duke) Drukenbrod is manager; Jack Elkins on Box No. 1; George White, Box No. 2; Art Cheney, Box No. 3; Don Webster, Box No. 4. The show is a beautiful flash, with 14 new full-size banners, 12x19. Doc Campbell is inside lecturer and attractions are Capt. Gass, giant; Sonia, midget woman; Major Small, midget man; Esau, leopard man; Chet Cain, tattooed man; Virginia Butterfield, mentalist; Doris and Thelma, Albino twins; Chief Keyes and Company, Indian knife throwers; Mahouf and Yaloff, Hindu wonder workers; Kaluala Troupe, Oriental entertainers; Monya Podras, snake enchantress; Jolly Josie, very corpulent lady; Senor Diaz, sword swallower; H. Alan Browne's Harlem Revue. In band, H. A. Browne, trombone; Cecil Carpenter, trombone; Pete McCraine and Edw Thompson, trumpets; Walter Cox and Thomas Reid, clarinets and sax; Will Brown, sousaphone; Charley Johnson, bass drum; Richard Rideout, traps and snare drum; Elizabeth Robinson, Gaynelle Robinson, Mary Lee Devis, Ellen Carston, Dixie Warren, Mary Lee Washington and Billie Davis, entertainers. It is very pleasing entertainment. Duke and his boys are tireless workers. Business has been very good.

The Big Show Band—Eddie Woeckener, leader; Ellis Zoe, Leon Darrow, Toni Balson, Harry Shell, trumpets; Antone Tonar, Frank Tonar, clarinet and sax; Harry Fairbanks, Andy Granger, Fred Bowman, trombones; Clarence Carr, Joe Fiore, baritones; Harry Cutting, Dallas Davis, basses; Albert Yoder, bass drum; Ray Brownell, snare drum and traps; Lew Friebe, air calliope. The band, resplendent in natty uniforms, presents a striking appearance.

The Concessions—Chester Pelke, superintendent; Arthur Stahlman, assistant and purchasing agent; James Thomassen, cashier; novelty department, Sherman Cowen, Charles Johnson, Harry Corsack; No. 1 stand, Homer Goddard in charge; hamburger stand, Murdoch Cook; No. 2 stand, Kenneth Mapes in charge; seat salesmen, Agee, Corless, Clements, Calhour, Darr, Dodd, Eckfeldt, Frank Hayes, Hindel, Landon, McDaniel, Morris.

Dining Department—George Tipton, steward; Pat Parent, assistant; Herman Walther, chef; Tom Longthorpe, second cook; Charley Cadera, third cook; Tommy Thoma, baker; John Murphy, Harry Saders and James (Red) Morgan, cooks; Benny Lopez, cook at steam wagon; John McGinty, "pearl diver." Charley Land, engineer at steam wagon; Forrest Van Vleck, head butcher; Bill Beresford, commissary wagon clerk; short-side waiters (Frank Richards, staff table), Jerry McCoy, James Russell, George Monroe, Fred Wilson, Harold Urseth, Harold Smith, James Auburn, Roy Bentley, Lloyd Tritten; long-side waiters, Joe Karpus, James Hyden, Bert Perkins, Joe Dixon, Harold Kirk, John Kobziff, William Mechkoff, R. McCaid, Richard Grace, Claude Baudin, Edward White, Eugene Stilabower, Willie Stone, James Lee, Tom McKenzie, Fred Gates, Dan Hines. New dining top is 50x130, and check at cookhouse showed 597 being fed.

The Front Door—Leonard Karsh, auditor; William M. Matlock, exchange desk; doormen, Arthur Miller, William M. Mulford, Jack P. Robinson, Clinton E. Owen. However, for the San Diego dates, doormen were supplied by the exposition, with Karsh in charge.

Ticket Department—Harry Bert, superintendent inside tickets; Al Moss, superintendent of ushers; on reserved-seat boxes, J. A. Jones, Bill Monroe, Eddie Grady, Frank Scott, Charles Cunningham, Elmer Myers. The ushers, J. Sells assistant to Al Moss; C. Bauleau, J. Bishop, R. Copeland, S. W. Farmer, E. Graham, R. Hunt, W. Huntley, J. Ladd, T. Dew, R. McKillop, E. March, F. Miller, R. Moore, F. C. Owen, D. Phillips, F. Rick, M. Stanfield, F. Thompson, F. Wagner, M. Warner, Tex Wilson.

Horse Department—Mike Tschudy, boss hostler; M. Warner, first assistant; Jack Malone, second assistant; Jake Posey, superintendent of forage; Jimmy Gould, medicine chest; Vinton Hemphill, in charge of feed pile; eight-horse drivers, Rau Eldredge, John Smithy, Nelson Benns, Spot Eliot; on six ups, Jim Little, Baldy Brown, Jim Hill and "Mare" Slim; four ups, Stanley Ehalt, John Lewis; on pullover, Joe Gannon, J. Hill, Edward Engle; on pullup, Forest Blakeslee and Jim Kearney. There are 88 head of baggage stock. On stock, Merle Ritenour, superintendent, with J. S. Fetters assistant. There are 67 head of ring stock.

On Props—B. H. (Blackie) Williamson, superintendent; Whitey King, assistant, with 33 men; George McDermott, chief of riggers.

Notes of the Opening

At the premiere, night of March 27, were noted executives of California Pacific International Exposition, Frank G. Belcher, president; Wayne W. Daillard, executive manager; Elwood T. Bailey, executive vice-president; Frank Drugan, executive secretary; Fred Masters, publicity director; Oscar Kantner, supervisor of publicity and special activities; Fred W. Fox, special publicity man handling the circus, rodeo and midway publicity for the exposition, and who did a stand-out job, with Bernie Head on publicizing the Barnes tieup. The purchase of tickets to the circus admitted holder to the exposition grounds.

The setup on the lot made it tough to get the canvas spread set up. However, Curtis did the job, the show in part outside of exposition grounds, with part of cages and cookhouse inside the grounds. Officials of the exposition were pleased with the hookup and both the circus and exposition will have a fine profit.

Among those present were Wallace Beery; Charley Murray, guest of the Cronins; Mr. and Mrs. Ken Maynard, Helene Bertell, William McInnis, Louise Kelso; M. D. (Doc) Howe, of Fanchon & Marco; Dorothy Lamour, star of NBC; Billy and Beverly Bemis, Peter the Hermit, Morris Penter, Caroline and Dorothy Horton, Eddie Sherman and family, George McCarthy, Charles Dodson, Joe Glacey, Scotty Thomas; Nardoni, escape artist, the feature of the John Hix Strange as It Seems Show; Louise, the Girl From Toronto, mentalist of same show. Harry Foster and Matt Howard handled 2,000 orphans, who attended as guests of the exposition officials.

IN THE 50 Years Ago column, *Los Angeles Herald and Express* issue of March 27, appeared this paragraph: Frost & Co.'s Van Amberg Circus is announced to exhibit in Los Angeles March 30 and for the remainder of the week. Their tent will be pitched on Main street, near Fourth.

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The Corral

By ROWDY WADDY

FOG HORN CLANCY'S column of "guessing the winners" and other comment (in advance) in the daily newspaper, Fort Worth, Tex., was some novel stunt. Several writers have complimented it. According to report, Fog Horn batted about 75 per cent in his guesses.

ALBANY, N. Y.—The National Rodeo, of Manhattan, with a capital stock of $20,000, has been incorporated to conduct amusement features. The stockholders include Carlton Z. Solomon, Abraham Sperber and J. Sidney Bernstein of New York City.

AT PRICE, Utah, the local American Legion post recently decided to organize a Rodeo Association to sponsor a Rodeo-Fair next fall. Val C. Cowles, local publisher, was appointed chairman of a committee to lead in organizing the association.

DAKOTA ED AND SALLY BOWMAN and Red Billingsley have worked theaters and night clubs in and around Miami the past winter, also a Relief Fund show, with ropes, whips and shooting. Bowman infos that they will be with McMillan Bros.' Circus this season trick riding added to their stunts.

SAN DIEGO, Calif.—Frontier Days and International Rodeo being staged at the California Pacific International Exposition (April 3, 4 and 5), with Hugh Strickland as arena director and Larry Belger, rodeo manager, is being held under rules and regulations of the Rodeo Association of America. Among the participants are Bill McFarland, Irvin Collins, Fox O'Callahan, Leonard Ward, Everett Bowman, Robert Bowne, Homer Holcomb, Andy Jauregui and Lloyd Saunders. Abe Lefton, announcer, and stock furnished by **Cuff Burrell.** Results in a later issue.

NEW YORK.—Herb Maddy, of Harris-Eskew Rodeo, who was here on business, denies a report in the issue before last (not in The Corral columns) that company's show at Duquesne Garden, Pittsburgh, has been postponed indefinitely because of the flood. Maddy states show will be held as scheduled, starting middle of this month. Tex Sherman, last two seasons on Hagenbeck-Wallace Circus press staff, has been engaged as publicity director. Sherman recently came from Florida and spent a few days in New York, including visits with Frank Moore, manager local Garden rodeo; Charlie Aldridge, veteran stock man and ex-bronk rider, and others.

SAN FRANCISCO. — Selection of two members of the California Board of the Rodeo Association of America, was made here recently at a meeting in the Whitcomb Hotel, at which rules for events to be held this year were also discussed. Charles H. Sooy, San Francisco attorney and president Grand National Livestock and Horse Show, and Roy Hubbell, secretary of the San Benito County Rodeo and Horse Show Association, were elected California representatives. A third member to be named by these two. Meeting was attended by 19 representatives of California rodeos, and was presided over by Judge Maxwell McNutt, president of the RAA. Fred McCargar, secretary of the RAA, also attended the meeting.

THE MUSKOGEE DAILY PHOENIX recently carried cuts of the three highest ranking officials (on horseback), of the Mounted Troops of America, headquarters of which has been moved from Tulsa to Muskogee, Okla. They are Alfred C. (Alf) Ellis (he's of the Ellis-Todd Rodeo Company), president; John A. Guthrie, re-elected national secretary, and Raymond Cook, re-elected national sponsor. Incidentally, Cook founded the youngsters' organization in March, 1927. The boys are scheduled to stage a number of shows in the Southwest this year. By the way, such prominent persons as the late Will Rogers, Maj. Gordon W. Lillie (Pawnee Bill) and Ken Maynard have sponsored their shows in past years. Many of those boys will later become top-notch contestants.

"PICKUPS" FROM HOLLYWOOD—Fritz Truan, a top bronk rider of Hollywood, received a broken leg at a recent rodeo in Arizona when a horse fell on him. . . . Cherokee Alcorn has put a sound system on his new Cadillac car, and he and John Dalies, Buck McFarlane and Red Sublette will make rodeos, beginning at Dallas and on up to Canada. . . . Picture companies are making Western pictures, using plenty of horses, so many of the cowboys are working and new autos are common around the "Water Hole." . . . Hank Darnell has built a regular ranch bunkhouse behind his two nifty homes, and it's a darb—lanterns, grub box in wall, saddle racks 'n' everything. . . . Lloyd Saunders and Andy Jaregui have two of the best roping horses extant. . . . Canada Kid's trailer recently turned over, killing his famous bulldogging horse. . . . Jack Ireland is driving oil truck in Maynard, Calif. . . . Burton Brown is working on Catalina Island. . . . Bill McFarlane is in a hospital in Arizona—was injured during the making of the *Under Two Flags* picture.

JUST SO there will be no misunderstanding: *The Billboard* is a weekly magazine, newspaper and trade paper that is affiliated with every branch of professional entertainment—indoor and outdoor. As pertains to The Corral department, this column—particularly because of the vast scope and circulation of the paper—is not confined to any one or more classifications of cowboys' sports and similar entertainment—whether rodeo, one-night-stand Wild West, a Wild West with a carnival or playing independently at fairs and other events, or any other shows in which "westerns" have a part. During the last 20 years, rodeos and their participants have been to the fore (inclusive of, for many years, urging—veritably begging—for an association to govern such events), because of rodeos being outstanding. Many rodeo people and wild west show performers play vaudeville, indoor circuses, fairs, parks and other engagements, independently or thru bookers; all of which branches of entertainment are contained in the news and advertising columns of *The Billboard;* hence The Corral could not confined to one or several of the classifications.

LOS ANGELES.—There is a lot of activity around the headquarters of the Riding Actors' Association of Hollywood, spacious quarters on Santa Monica Boulevard, of which E. F. (Buck) Moulton is president, and Buck Bucko, vice-president; Len Sowards, treasurer and Harry D. Axe, secretary. Buck told a representative of *The Billboard* that he used to send in notes to *Billyboy* when he was with the Charley Tompkins Wild West. Recent visitors noted at the headquarters were: Joe (Slim) Balch, Sid Jordan, Silver Tip Baker and the missus, and Ken Maynard. Jess Kell stated that he had contracted to clown six rodeos with his mule. C. W. Osten is breaking a new steer, called Red Cloud. Johnnie Judd has purchased a small ranch near North Hollywood. Booger McCarthy and Vern Goodrich left to join the Ringling-Barnum Circus. Tim McCoy is finishing a picture and soon leaves to join the Big Show. Al Slaughter out of hospital and will soon be ready for work. Stated that he has become poet and expects to publish his latest poetic impulse, dubbed "Bronk Ride of Life." George Williams has joined the Ken Maynard forces, breaking three yoke of oxen for that show. Augie Gomez working in pictures and playing dates with his knife act. There are a number of the well known members of Riding Actors' Association working around the studios, among them, Sam Vess Pegg, Vern Tantlinger, Sam Garrett, Ben Corbett and Yakima Canutt. Chuck Baldra is in Chicago. It's reported that Rose Smith and Nick Nicoll will join the Tom Mix Circus. Madie and Ray Blatherwick, back from a tour of the Antipodes, tell of having had a successful trip, and are visiting Ray Blatherwick Sr., in Hollywood. Hank Durnell said he was in the old rocking chair, but would make some of the shows this summer. Eddie Cobb all smiles, busy at the studios.

Poodles Hanneford To Play In Detroit for J. M. Cole

DETROIT, April 4.—Poodles Hanneford and his troupe will come here for the Detroit engagement of the James M. Cole Circus, starting April 17.

The shows will open May 1 at the Stadium in Cleveland for a 10-day run under auspices of the Civil Service Employees' Association.

Si Semon, general agent, is in Cleveland handling advance arrangements.

Rooney Stock at Canton

CANTON, O., April 4.—Charles Rooney, who is with the *Jombo* stage unit, said here this week that his riding act was out of the show temporarily and the stock and props, together with the truck used to move the act, has been quartered here for several days. Mrs. Rooney is in Columbus, where she expects to engage a woman rider for the act, Mr. Rooney continuing with the show. Rooney said his plans for summer season are indefinite as yet. The stock is under the care of Ralph Peters, Canton showman, who maintains a ring barn here.

Gainesville Acts "Shot"

GAINESVILLE, Tex., April 4.—For five hours performers of the Gainesville Community Circus worked before a battery of cameras Sunday, and practically every act in the show was shot from all angles for publicity purposes and for the souvenir program, 50,000 copies of which will be printed next month.

Recent visitors to quarters included J. W. Bender and Harry W. Lewis, of Dallas, and Johnny Jordan, bronc rider, who formerly had the Wild West concert on George Christy's-Lee Bros.' Circus.

THREE R-B PYGMY——

(Continued from page 44)

Excalibur, but tragedy stalked when it developed that two of an original herd of five had perished. Two giraffes also died. Another highly promising attraction is an imported wire-walking quintet composed entirely of females, four of whom work on one wire and the fifth somersaulting and tumbling on a wire above.

Roland Butler, general press representative, and Dexter Fellows and Frank Braden, story men, launched the publicity campaign early this week under terrific handicaps, the greatest being the Bruno Richard Hauptmann stay of execution and the Vera Stretz murder case, but they nevertheless received their usual share of the space.

An attache of the show said that the Big One will play many more Eastern stands this year, picking up a good many played by the shelved Hagenbeck-Wallace Circus. In addition, there'll be an extra week in Texas, which will be played late in September and early October, highlighted by an appearance on the scene of the Dallas exposition, a fact which is prominently noted on a full page in the colored magazine throwaway being distributed by R-B as well as the expo.

A new director of radio activities has been signed in Ralph A. Gram, the original "globe trotter" of *Hearst's Metrotone News* and before that narrator on *Fox Movietone News.* Gram is from Wisconsin but got his radio start on a small station in Waterloo, Ia. He will also do announcing on the road, but may test his lungs on the Garden run, sharing that function with Clyde Ingalls, skipper of the Side Show.

Tim McCoy will be in charge of the Wild West Show, being new at the Garden, as he joined on the road last season. He's being billed in the ads.

Mayor F. H. La Guardia leaped into the picture with a resounding reversal of a decision made by a member of his cabinet, License Commissioner Paul Moss, who ruled that the show could not be granted a license to appear in Brooklyn because of complaints by residents. The mayor, who has attended many luncheons of the Circus Saints and Sinners' Club and not long ago was initiated as a member under the club's famous "Fall Guy" method, directed the commissioner to issue a permit.

Show train set out from Sarasota winter quarters on Thursday and is scheduled to arrive in the Mott Haven yards tonight. S. W. Gumpertz, general manager; Pat Valdo, personnel chief, and most of the other back-with-show executives were on it as it neared the city late today. Carl Hathaway, superintendent, and his crew will start from Florida quarters in time to set up shop for the Brooklyn engagement, which starts on May 11 following a week in Boston.

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Hail the Circus Star-- Long Live the Circus!

By Floyd L. Bell

WHO will "glorify" the stars of the circus? Pause at any news stand — gaze upon its gayly decorated shelves, bright with "fan magazines," glorifying, yes, almost eulogizing the stars of Hollywood, of the networks and of the legitimate stage.

Millions of fans read each month of the exploits of Joan Crawford, Clark Gable, Rudy Vallee, Bing Crosby, Greta Garbo, yes, even of Tiny Twinkletoes, latest sensation from Copenhagen—Utah or Iowa—to hit the silver screen with a smash or to crash thru one of Major Bowes' programs into the limelight of radio publicity.

But try to find a magazine dealing with circus stars. Hunt in vain for a newsy article about those daring young men and women of the white tops.

Certainly it is not that the press departments of the screen, the air and the stage are more efficient or of greater power than those of the circus, for there exist nowhere today the superiors in the art of publicizing to such men as Dexter Fellows, Roland Butler, Frank Braden, Bob Hickey and the other press agents of the circuses. Columns upon columns are written of and about the circus itself. No theatrical attraction, no "million-dollar" screen spectacle, even when bearing the magic name of De Mille, has ever been able to obtain one-tenth the amount of publicity given the circus upon its arrival in town or in advance of that arrival. For the circus is news and most managing and city editors are circus fans. Dexterously and cleverly the circus publicity pryers weave their tales and create each year new yarns to enthrall and entice. But it's a rare thing when a circus star is given a real story.

Floyd L. Bell

In Boston one enthusiastic gentleman of the press, George Beal, of *The Boston Post*, has, it is true, written many stories of favorite stars, and entire pages of the magazine section of his widely circulated newspaper have carried these well-illustrated stories. Another Boston newspaper man, Harold Bennison, has written many clever news and feature stories of the circus and its people, and still another Bostonian, this time a tiny dynamo named Katherine Bartlett, has each year written highly entertaining stories of the animals and, too, of the performers. But outside Boston, only New York seems to provide stories of the performers themselves. In almost every city the circus story is of the show itself, which, of course, is in the main the correct thing for, after all, it's the show that attracts.

Field Is Wide Open

But the field for glorifying the individual star is wide open. Some day, somewhere, someone will create in the minds of the reading public just as great a desire for and enthusiasm about stars of the sawdust circle as is now given the stars and alleged stars of those other forms of entertainment.

What a fund of material is at hand! Could anyone be more interesting than a Dorothy Herbert, a Con Colleano, a Mabel Stark, an Alfredo Codona, a Jennie Rooney, a thousand other stars of today and yesterday? Certainly the interesting lives they lead, the sights they have seen and still see, the experiences of their earlier days in learning to become the stars they now are, the very routine, if routine it may ever be termed, of their daily lives, can be made just as interesting as what sort of bath salts a Hollywood star uses or what type of shaving cream Bing Crosby uses—when and if he shaves.

Radio, quick to learn, was even more alert than the picture magnates and within a very short time after our ears had first been assailed, then attuned to the programs of the air, we began to learn much of the habits, complexions, hobbies, follies and foibles of our radio stars.

Page upon page has been written of the stars of the stage and screen and when all of it was boiled down a good city editor might have found room for a stick of material in some small part of it, tho perhaps the greater part of the stuff would have speedily found its way to the waste basket. Every metropolitan newspaper today has its movie pages, each Sunday paper is filled with stories of the screen stars, while on other pages appear claptrap and hooey about radio stars.

Circus Has Advantages

But did ever one see a page devoted Sunday after Sunday to circus stars? And yet these stars of the circus attract each year millions of persons who go to applaud and remain to worship.

True enough a circus has so much more to offer than has any other form of entertainment. There's the glamour and the lure of the circus itself, an atmosphere to be found nowhere else in the world. The animals of the menagerie form of themselves subjects for long and interesting stories. The very arrival of the circus, the unloading, the setting up of the vast array of white tops, the thrills and even the noise of a circus provide in themselves stories which are different from those which may be written of any other style or form of entertainment.

But, we reiterate, the circus star himself, or herself, has never been properly publicized. Of course every circus fan knows well the Colleanos, the Codonas, the Beattys, the Rooneys, the Bradnas, the Yacopis, the Reiffenachs, the Wirths, the Wallendas and so on ad infinitum. But what fan knows anything of interest about any one of these stars? And yet every one of them, we are very certain, could tell tales, and true ones, which would make the stories written of radio and screen stars seem like kindergarten rhymes. And best of all there would be no scandal, no wild stories of divorce and dissension, nothing but clean, wholesome material and would make splendid reading for circus fans of whatever age.

Floyd L. Bell is a widely known newspaper man and publicity purveyor. Not so many years ago he was on the staff of the Ringling Bros. and Barnum & Bailey Circus as one of its press men and served for several seasons there. Later he was press agent in Boston for Paramount-Publix for four years.

Mr. Bell also has acted as contact man for the Brockton, Mass., Fair of late years. In February and March of this year he handled the press for three sportsmen's shows in the East and all of them went over in a big way.

World travelers, these circus stars. Children of many lands and many tongues. With an experience which makes the life of the average man seem hardly worth the living, with actual experiences which would make the tales told by returning South Pole explorers seem like a trip from Boston out to Concord and return.

Sit down in the backyard of the circus, any circus, at the tent of one of the stars, or perch yourself upon a trunk in clown alley and just listen, that's all. Without bombastic speech, without egotism and with a direct simplicity these circus stars will tell in casual conversation of happenings in every clime, stories which, woven into being around their own personalities, would be as interesting compared to the inane things written of movie stars as would a true life detective story be as compared with one of the dime alleged thrillers of youthful days.

What a fund of stories could be written about such a star as Con Colleano or his pretty wife, Winnie; about May Wirth and her experiences in every civilized land! And these are not singled out—they merely come to mind as one writes. There are at least 100 such stars of today whose lives and experiences would furnish material for as interesting stories as ever were written.

Press Men Hampered

Of course, there has been a reason. The circus folks have been taught from earliest infancy that "the show's the thing"—and so it is. But how much greater it would become if its stars and its near stars were surrounded with a bit more glamour and color and given the individual publicity they deserve! Press agents have themselves been hampered by the old unwritten law of the circus that individuals must always be subordinated and kept well in the background. Perhaps the circus magnates, great as their success has been in most instances, have been forgetful of the fact that without these stars their shows would become dreary, monotonous affairs.

It would be just as possible, and just as profitable, to make national and international figures of the circus stars as it has been of radio and screen stars. There are no more clever showmen in the world than the circus managers. If they cannot bring their stars into just as great prominence as has been given these other stars, then truly there must be something wrong with the system which has kept concealed the personal publicity and built up only the show.

Some day a circus magazine will be launched just as screen magazines are now published by the score and radio magazines greet one on every side. And with its stories of the stars, a glimpse into their own lives, a tale of their own experiences, such a magazine will not only sell but it will actually aid the circus itself. Some day, likewise, when the circus comes to town, there will be fans standing outside the doors awaiting the appearance of these stars, eager to obtain a glimpse of them, seeking their autographs just as the signatures of the Hollywood pseudo stars are now sought.

A Contrast

Not so long ago we witnessed a scene in Boston when one Buddy Rogers came to a theater there for a "personal appearance." The street at the stage door was so jammed with fans that it was necessary to route traffic the other way, around the block. Shouting at the tops of their voices, these fans, and they were of all ages, clamored for a view of their pet. Here was a young man, fresh almost from the wheat fields of Kansas, who had come into prominence mainly because of his widely press-agented personality; certainly not even Buddy would claim it was because of unusual histrionic ability. That same week the circus played in the Boston Garden. It did a capacity business, its walls were crammed with eager circus fans. But did anyone among them seek a view of Lillian Leitzel as she left the Garden? Did anyone seek the autograph of Con Colleano or Alfredo Codona? These stars of the circus world, far greater as performers and far superior as showmen to the cinema star, came and went, ate in restaurants, walked thru hotel lobbies without attracting attention. But a restaurant in which young Rogers sought to eat a steak was mobbed and he was hurriedly escorted to safety, snatched from the very arms of feminine—and some male—admirers.

Why? Lillian Leitzel was the greatest of all circus stars. There probably never again will be a Leitzel. Among real circus fans her name remains forever enshrined as the acme of circus greatness. Yet Leitzel in all her glory never was obliged to seek police protection from admiring crowds nor battle her way thru jammed traffic caused by refusal of her public to "move on." Yet Leitzel—and all other circus stars—gave much more to the art of attaining her degree of perfection than any movie or radio star ever dreamed of giving.

Circus Star's Day Coming

Perhaps it's because circus folks are such "regular folks." They live and love their work, their art, but it becomes so routine to them that they laugh away attempts to actually glorify them as individual stars.

Yet some day that process of glorification will work its way to success and one will be able to find data and stories of his favorite circus headliners and to hear them spoken of in the same awesome, worshipful terms as are these overnight stars of other entertainment branches.

The show is still the thing, the circus itself is greater than any individual, it will live forever and will forever hold its appeal to old and young, but some time we will hear the stars of the big top and read of their exploits just as now we hear and read of Franchot Tone or Fred Astaire's latest model car or the sort of food with which these stars satisfy their palates in daily life.

Hail the circus star—long live the circus!

PRICE RISE TO BE GRADUAL

Any Sudden Boosts in Charges Frowned on by President Baker

Head of the NAAPPB forecasts a steady increase in fees in keeping with improved facilities and better times—warning is against quick raise to former levels

NEW YORK, April 4.—Drastic cuts in admission prices during the depression period and how they will affect the future of the park business depend entirely on the nature and method of tactics used in cutting, is the opinion of Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches. Bracketing types of admission decreases into groups, Mr. Baker singled out the parks which have cut prices to new low levels for special days. "Every merchant, from the smallest to the largest, offers special days with special inducements to stimulate trade," he said. "This is, of course, in the nature of price cutting. Likewise, during the period of economic distress he has been affected and has had to resort to methods whereby his margin of profit was the lowest by which he could survive."

President Baker believes that the merchant, in offering to his public a reduction, has done so with dignity and an ever-ready persuasion that it has been done at great sacrifice to himself and his business, but he makes it known that his offer is one of appreciation for previous business relations.

Some Will Need Tact

"In returning to higher prices he does so gracefully and without a show of fear for the outcome. His actions

(See PRICE RISE on page 68)

Atlanta's Lakewood To Open Season With Spring Festival

ATLANTA, April 4.—Lakewood Park will open with a Spring Festival on April 19-26 in conjunction with first annual Atlanta Dogwood Festival. Lucky Teter and his Hell Drivers will appear on the two Sundays, with a gate charge on those days; remainder of week a free gate. Rubin & Cherry Exposition will be the midway attraction, show opening its season here, where it has been in winter quarters.

Plans are on for a big season in the park, with Foster Stewart in charge of promotions and with new rides being engaged for summer. Casino has been leased to Morris Israel, operator of Teenie Weenie lunchrooms, who will have nightly dances and serve meals.

President Mike Benton and Secretary Virgil Meigs are readying a schedule for the season.

Name Bands at Euclid

CLEVELAND, April 4.—Euclid Beach Park will return to its former policy of playing name bands. Park will be open Thursday, Saturday and Sunday evenings during April. Renovating and remodeling will be completed before official opening. New amusement devices and concessions will be in operation this season and executives predict a banner year. Special school days are being arranged, augmenting industrial, business and fraternal organization days. Summer camp and cottage area has been increased.

Pierre Venner Working On Woodcliff Excursions

NEW YORK, April 4.—Pierre Venner, who recently took a two-year lease of Woodcliff Park, Poughkeepsie, N. Y., from Nicholas Dyruff, Brooklyn lawyer who operated the spot two years, has been at work in park's local office booking picnics and excursions, with a dozen already closed, he stated.

Mr. Venner is operating under Venner Holding Company, Inc., and has been connected in an executive capacity with Luna Park, Houston; Whalom Park, Fitchburg, Mass.; Atlantic Beach, Atlantic Highlands, N. J., and other places. He's at the park on Sundays supervising activities now, with four men assigned on repainting.

Wheeling Island Picture of Ruin

Flood loss heavy in State Fair Park—$100,000 Stadium is to be rebuilt

WHEELING, W. Va., April 4.—Wheeling Island, called the largest inhabited river island in the world, with 10,000 population, and West Virginia State Fair grounds, once known as "the garden spot of Wheeling," now are the butt of a parody as "The Isle of Debris," because of the recent floods.

Damage to State Fair Park amusement equipment has been estimated at between $20,000 and $25,000. To replace the park probably would cost $50,000. Damage to grounds is estimated at $25,000. Dance hall, spacious second floor of the $100,000 exposition hall, is ruined. Race track is still difficult to locate and the huge grand stand is badly damaged. Former Congressman Carl G. Bachmann, federal receiver for the State Fair grounds, is in the East and

(See WHEELING ISLAND on page 60)

New Road to Pontchartrain

NEW ORLEANS, April 4.—With 168,000 feet of new lumber in the boardwalk and concessions and rides painted, Harry Batt, operator of Pontchartrain Beach, is ready for opening on May 3. He will present acts and a band in the casino. A new lakeside concrete highway opened will greatly aid transportation to the beach. A visitor last week was Richard J. Lusse, Philadelphia.

HENRY WAGNER, shown above in his latest photo, general manager of Eastwood Park, has been in amusement business in Detroit 30 years. This marks the ninth season of Eastwood Park at Eight-Mile and Gratiot avenues. Many changes have been made, with a new world's fair fan-front on the ballroom, a new floating floor and modernistic pylons inside the ballroom. The fan-front is lighted both indirectly and by neon strips.

Locations at Coney Are Selling Rapidly

CONEY ISLAND, N. Y., April 4.—Choice and lesser spots here are being grabbed at a fast clip. Boardwalk is practically all sold out, with showmen, concessioners and commercial agencies now concentrating their orbs on Surf avenue, the Bowery and other show alleys. Resort experts figure this as indicating a boom season.

Another harbinger of the good old days to come is the fact that at least two showmen are leasing more than one spot. Dave Rosen has taken over the space under the Boston Hotel, Surf and 12th, for a side show, retaining his location at Surf and Stillwell, next to Nathan's, the hot dog king. Buster Castle will assist Mr. Rosen at the latter emporium. Another double-producer is Fred Sindell, Mr. Rosen's brother-in-law and competitor, who has leased two Surf avenue sites, one to be billed World's Fair Side Show and the other Park Circus Side Show. With Sam Wagner and Louie Newman resuming their

(See LOCATIONS AT on page 60)

Gravatt Readies Record Steel Pier Program, Seeing Better Conditions

ATLANTIC CITY, April 4.—With a more ambitious program planned than ever before in its history, enlargements of Ocean Stadium, a submarine deck and additional thousands of feet of floor space, not to mention an entire new "front" and lobby for its block-long entrance, Steel Pier this week went into the business of summer preparation with a vim.

President Frank P. Gravatt is on the scene, personally directing activity as he gets ready for what he termed the greatest season Atlantic City has experienced in years. Basing his predictions on hotel and convention bookings, payment of the bonus and many other signs of money loosening, Mr. Gravatt feels that the amusement industry is in for a very profitable season.

He announced signing of the Ford Motor Company exhibit for the entire 1936 season, with an elaborate and costly design by Walter Teague, architect, one of the principal attractions of which will be the disappearing of a girl and automobile illusion.

Several thousand dollars will be spent in refurnishing the pier with an ultra-modern front, completely streamlined. Ocean Stadium, seating more than 5,000, at extreme end of the pier, more than quarter of a mile out over the ocean, will be enlarged more than 10 per cent, with bookings for this spot double that of last season. Mr. Gravatt plans presentation of an entire circus performance in this stadium, with high wire and ground acts from this country and Europe. Returning will be Carver Diving Horses, High Diving Collegians and Hawaiian divers, with comedy end handled by Charles Hart and a new troupe of players. All routines of return acts will be new, including the high pole act of Lotte Witt.

Center of the stadium stage will be occupied by Captain Proske and a new lion and tiger act, his second season for this spot, having been a hit here two years ago. Great Gyro, Upside-Down girl; Three Erwingos and a water circus are among other acts already signed, with

(See GRAVATT READIES on page 68)

Rush on Risk Extends Force

Applications for NAAPPB's liability insurance cause inspection staff expansion

CHICAGO, April 4.—John Logan Campbell, who is handling public liability insurance coverage under the new plan sponsored by the National Association of Amusement Parks, Pools and Beaches, reports that applications for liability coverage during the 1936 season constitute a directory of leaders of the industry. He also reports that many smaller operators of pools and beaches thruout the country are falling into line, according to Secretary A. R. Hodge of the NAAPPB.

"Pool operators who at first were slow in responding due perhaps to the fact that their opening dates fall later than do those of most amusement resorts are now manifesting intense interest," he said.

New Ones Coming In

"All in all, the response has been so tremendous from all sources as to necessitate an expansion of the inspection force so as to assure all operators clearance in time for openings."

Secretary Hodge said that parks, pools and individual concessioners who never before had manifested an interest in the association, despite countless efforts to arouse them in organization, are now applying for the insurance benefits. Almost without exception, applicants for this new economical insurance in an outstanding company declare that this opportunity afforded by the NAAPPB marks its greatest achievement in its service to the industry.

May 1 Now Deadline

In the last issue of *The Billboard* April 15 was given as the tentative deadline, but because of rush of applications around April 1 and expansion of the inspection staff the time has now been extended until May 1 and thousands of letters were mailed by the

(See RUSH ON RISK on page 60)

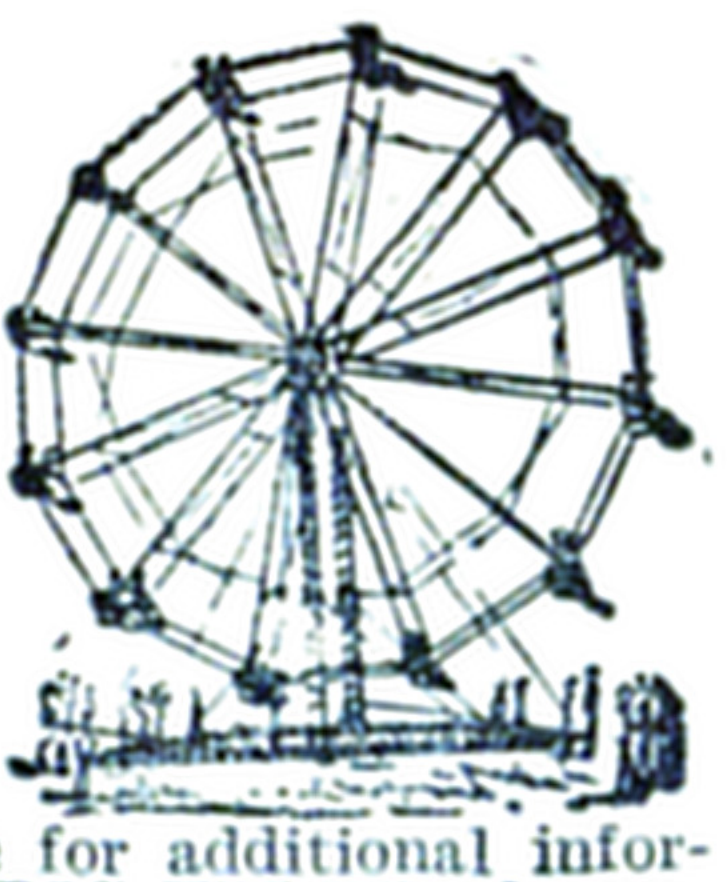
Ohio Beach Sold by Sheriff

BUCKEYE LAKE, O., April 4.—Millersport Bank Company, as trustee for Millersport Bank, People's Bank of Thornville and Perry A. Bowers, has purchased Summerland Beach at Buckeye Lake. Purchase price constitutes two-thirds of appraisal of the property, set at $25,000. It was sold in Lancaster, O., by a sheriff in a mortgage foreclosure action against Summerland Beach Company, former owner. Property involved includes a 40-room hotel, dancing pavilion, dormitory, bathhouse, several rides, bathing beach and a number of small concession buildings.

Disagreement Over 'Walk Games for Atlantic City

ATLANTIC CITY, April 4.—Word from the prosecutor's office is that Prosecutor Altman will "censor" all Boardwalk games. The Boardwalk has been the bone of contention between the city police department and the prosecutor's office for some time, with a compromise being agreed upon last season, leaving the city police in full charge of games. However, the prosecutor's office now has decided to take a hand, and the city police, according to the "grapevine," are sore and will "fight it out." In other words, an operator with an okeh from the prosecutor might be raided by city police and vice versa. Several operators who dropped in from Miami have decided to locate in adjoining resorts.

Games on the Boardwalk now are Radio and Fortune, in addition to the several sportlands with coin machines.



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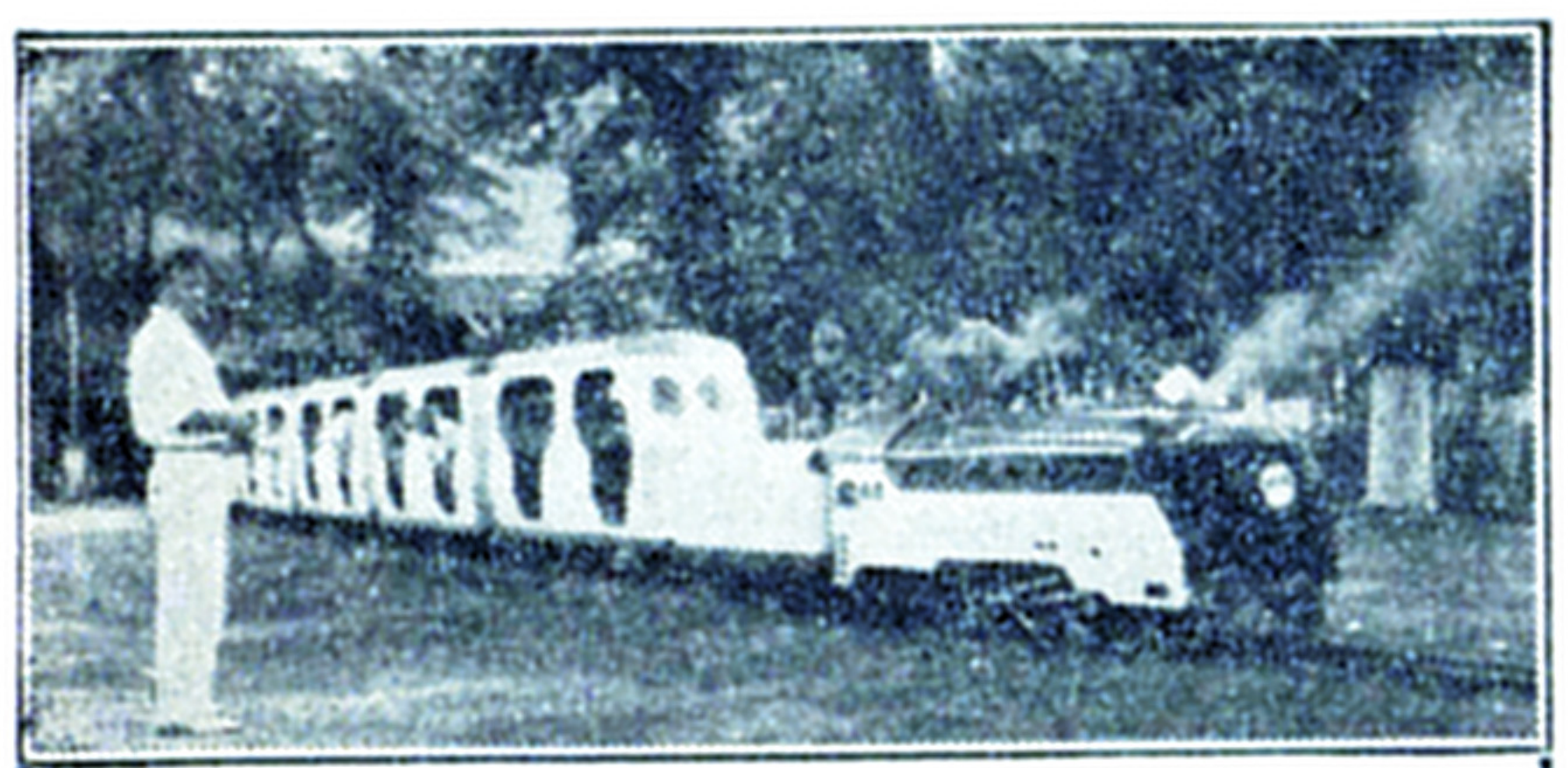

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American Recreational Equipment Association

By R. S. UZZELL

Jumbo, which will close a month earlier than was intended at the Hippodrome in New York City, was a bold dash which made the Hippodrome live again. A combination of musical comedy, circus and extravaganza under a magical name, we emphasize the principle of it and recommend it to parks which want to attract attention again.

It must be novel or have news value to pass editorial blue pencils. Frank Buck had it when he put the little red hen in the lion's cage with the big cat. She stayed all night unchaperoned and the big male was not "henpecked." When the Humane Society protested he removed the little red hen. When that big crowd of the curious stopped at the wild animal farm to see what it was all about the little red hen was in the lion's cage but he was gone, said to have died of a broken heart as he could not live without the little hen. Marvelous publicity that got results! Why? Buck is a live wire.

Park Color Changes

Park men can do something as good. Watch for them this spring. One man has a good one. Watch for it. We cannot name him now. That would be telling. It is his idea, so he is entitled to the break without it having been used elsewhere. Editors read the papers, too, and have clippings from them. Don't try to fool them. They have memories, too. Just get a new one if you would please them and get the space.

As this column reaches the readers Ringling Bros.-Barnum & Bailey Circus will have arrived at Madison Square Garden, New York, conclusive evidence that spring is here. Cold weather and floods have retarded spring cleaning, painting, repairs and new installations, but soon the sound of the hammer will be heard in the parks and the change of color will be under way. More paint is going to be spread this year than in any two years since 1929. Flooded parks will repaint in entirety. A calamity, but an excellent time to change the whole color scheme.

Pittsburgh Digging Out

Among other losses this spring we must note the demotion of 17,000 Kentucky Colonels. It has been decreed that a Colonel is such only during the administration of the governor making the appointment. The present governor has made no such appointments since he took office. Perhaps he exhausted himself in making 700 appointments while serving at lieutenant-governor. Each governor could find a way out by reappointing the 17,000 Colonels who have been demoted. It would give prestige to an administration to show that it could use so many "military" men. Perhaps some new way of conferring honor will be found. We may be shy on colonels in the amusement business.

For genuine heroism, watch Pittsburgh dig out of the mud and silt. They went about with miners' lamps and candles when the electric lights failed. Under great handicaps and hardships they carried on. They manifest the spirit which made Pittsburgh great. They do honor to their ancestors, including that youthful George Washington who carried on after General Braddock's defeat and saved the outpost, Fort Duquesne, the humble beginning of America's foremost industrial city.

Return of Casassa

Andrew J. Casassa, formerly mayor of Revere, Mass., and president of a bank, stopped in New York on Saturday, when he made it known that he is going back into the amusement business. He has some well-located property at Revere Beach which he thinks of operating on his own account unless he finds a desirable tenant. He will become a bank president again and expects to run again for mayor of Revere. He has been in the internal revenue department in Washington. He was the first president of the New England Park Men's Association. This Harvard lawyer is an asset to the amusement profession.

Frank De Rice, the hot-dog king of Canada, was in New York to inform us that he added Skee-Rolls to his wayside stand at a fine material advantage. He is now planning larger amusement devices for the same location.

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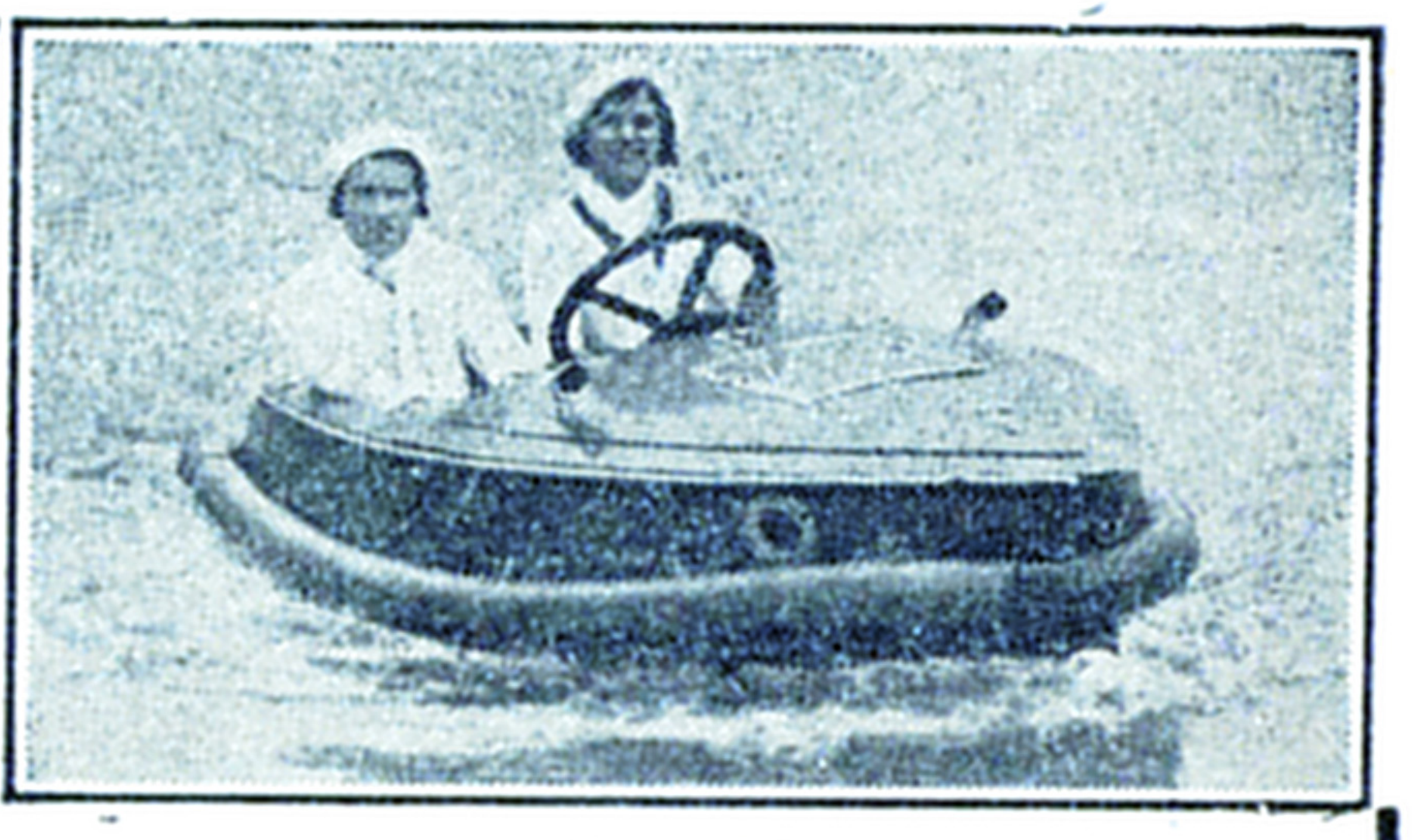

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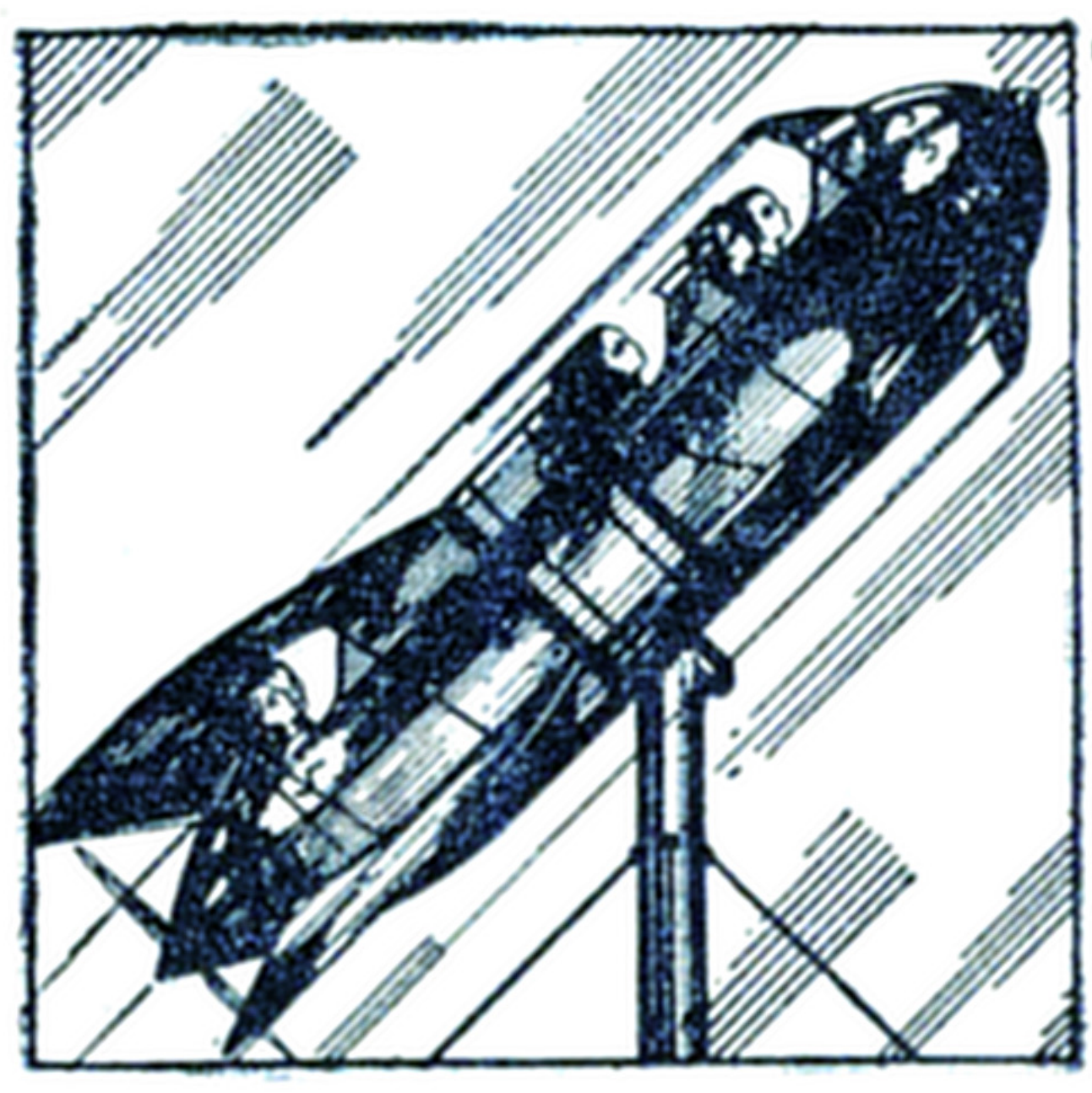

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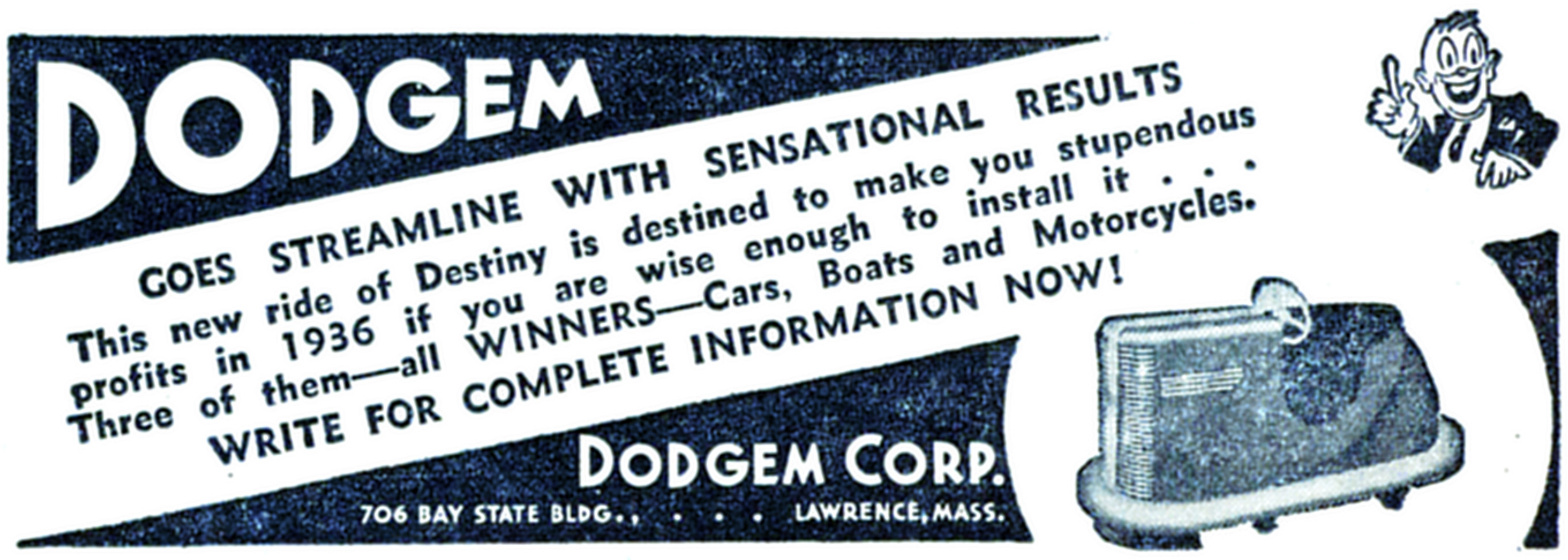

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My Idea of Operation of Park Rides

By John Wendler

PARK owners and managers have been reading articles for several years telling how to make parks more profitable. It is only thru the exchange of ideas that we can rapidly increase our knowledge of efficient methods of operation. If we had to experiment all the time and try out every thought we would find it too expensive. By an exchange of ideas we can profit by the experience of others and put tried and proven ideas into operation. You go to the annual convention of the NAAPPB for this very purpose, to exchange proven ideas and gain new knowledge. Perhaps I can offer a few suggestions gained from my association with the amusement park business during the past 46 years. Any ideas I may be able to suggest will have to do mainly with amusement rides, and some of them may prove of benefit.

Courtesy and friendliness are two great assets in any line of business, and they are especially important in the operation of an amusement park. No business comes in more direct contact with the public than an amusement park, personal contact that can be capitalized upon. I have in mind several park owners who know most of their patrons not only by sight but also by name, and who are always ready to stop along the midway and extend a welcome hand and a friendly smile. It may take a little more time away from the office, but it will pay big dividends in the end. Children especially react to this personal interest, and children are the ones whose wishes are given first consideration. If a child likes your park you can be sure you have a real booster in that family. When it comes to a decision as to where the family will go for an afternoon that booster may decide a family to go to your park rather than take an auto ride.

John Wendler

Featuring Appeal to Kiddies

A few years ago a family would go to a park and they might have $5 to spend. Last year that same family had from $1 to $2 available. These figures have been proved by several different park owners last year. When the family had $5 to spend a part of it was spent for hot dogs, soft drinks, balloons and miscellaneous articles, but there was still a large percentage left for amusement rides. During the past few years a reduction of spending money has meant a much larger proportionate drop in the receipts of amusement rides. It is very noticeable that adults today will give the children a few rides and deny themselves, and this is largely responsible for the increase in popularity of kiddie rides. Some parks which formerly found kiddie rides unprofitable are today establishing a group of two or three kiddie rides entirely separate from the larger adult rides. Many of these parks have found it advisable to place these kiddie rides near the picnic grove.

This attitude of courtesy and friendliness can be most profitably extended to every employee of the park, especially to ride operators and ticket sellers. A park caters to the same people week after week and any little courtesy on the part of an operator, no matter how trivial, is remembered, and a good patron may easily be lost. Neatness of personal appearance is essential. An operator may be courteous and friendly, but the public likes to see him neatly shaven and attired in a clean uniform. People demand cleanliness in a restaurant or eating place and they appreciate it just as much in the personal appearance of the operators with whom they come in contact.

A ride operator can make or break a ride. He can make it a success or a failure. Amusement rides represent many thousands of dollars of cash invested, and to produce a profit they must be run to capacity. A ride operator should be paid a reasonable wage, a wage large enough to attract the type of man who is both a skilled mechanic and a courteous operator. Every ride requires a certain amount of maintenance, but that maintenance may be kept to a low point by an efficient operator who is a good mechanic and who takes an interest in keeping the ride in first-class condition. A good operator can spend several hours every morning going over his ride and keep it free from an accumulation of grease. A grease spot on a new dress can overcome the effects of a good impression otherwise gained. Rides that are kept in first-class mechanical shape and present an attractive appearance are the rides that will be found doing a maximum business.

Bonus System for Operators

There should be some incentive for an operator to make an effort to increase the business of his particular ride. There are many ways that a bonus system could be put into operation, but an operator should be remunerated according to his ability to make money. I am personally convinced that you will find it profitable to offer your ride operators a base wage plus a bonus, which will give the incentive to do the best work possible. This bonus can be figured in several different ways, but I would suggest that it be a percentage over and above a stipulated average gross. The average gross could be determined by taking an average for that period from the previous year. This would give him something definite to work towards, would increase the receipts of the ride and would stimulate a much greater interest on the part of the operator in his ride and in his treatment of the public. He would put forth a much greater effort to keep the ride bright and shining and in good operating condition, in order to attract more riders and thus get a larger bonus.

We all know that empty rides have no appeal, but that a ride running at good capacity attracts crowds. There is a certain psychology in seeing a waiting line. For some reason people would prefer to stand in line and wait to get on than to walk up to an empty ride where they can get immediate service.

Another suggestion I might make would be in regard to grouping of rides. Several rides might be grouped together and a strip ticket sold at a reduced rate, which would allow the purchaser to ride on each one of the rides in that group for less money than he would pay if he rode each one individually. People today are looking for bargains, especially women, and they can be induced to buy a strip ticket for, say, six rides at the price of four or five single rides simply because of the bargain it offers. Out of the suggested group of six rides that same person might not ride more than one or two if purchasing individual tickets. In this way you can include some of the poor producing rides with the better producers and increase the receipts on the poor producers. The number I suggest is an arbitrary number. A park having a larger number of rides could group them in different ways; likewise the park with a small number of rides could possibly put them all in one group. The point is that the strip-ticket idea will build up receipts of a weak ride without cutting receipts of the good producer and the total on all rides in the group will be very greatly increased.

John Wendler says he has been "going round and round," building Merry-Go-Rounds and other rides for 46 years, with "plenty of ups and downs but still going strong." As a young man he started work in the paint shop of the old Armitage Herschell Company in 1889, being promoted after a year to foreman of the painting department, which post he held until 1900. The Herschell-Spillman Company being organized in that year, he joined it in the same capacity, continuing until 1911. He was superintendent of the Merry-Go-Round department in 1911-'15. He was one of the organizers of the Allan Herschell Company, Inc., in the fall of 1915 and was vice-president until 1935, when he was elected president.

Location and Modernization Stressed

Location of a ride is very important. Perhaps your rides have been in their present locations for a number of years. It may be a good idea to change some of these rides, putting them in different locations and possibly changing the appearance of the front. One ride may do well in a certain location, another may do very little in that same spot. This applies to both adult and kiddie rides. I know of one particular instance where a kiddie ride was placed in a certain part of the kiddie ride section and did only fair business the first year. The second year it was moved out where it could be seen more plainly and business was almost triple that of the first year. In this day and age we seem to grow tired of the same thing very quickly, and it is well for the park owner to remember this and give patrons something different from time to time. Sometimes a little shifting around will give an entirely new effect.

There are ways in which an old ride may be modernized and made more attractive. Possibly your present ride is not well illuminated. There are many ways that you can improve its appearance; new types of flood lights will modernize it. Other ideas can be worked out to increase the appeal. I have in mind particularly one owner in a park in the Middle West who was facing increased competition from another Merry-Go-Round located in a newer park less than a mile distant on the same lake. Both Merry-Go-Rounds were practically the same size and style. This Merry-Go-Round had used a common ring-catcher and given free rides to the one who caught the brass ring but had abandoned this idea a number of years back. When faced with the competition of the new Merry-Go-Round he developed the idea of making a new-type attractive ring-catcher, and I designed a lion which was placed on a pedestal, crouching ready to spring. This lion had the ring slide built inside the body. The rings were fed in from the middle of the back and the riders grabbed them from the open mouth of the lion. In the hollow interior of the lion there was mounted a Klaxon horn and the current supply to this horn was interrupted by a flash button in the light socket. The lion thus emitted loud growls which were very realistic. This one little idea provided an entirely new appeal for that man's Merry-Go-Round and increased his receipts greatly.

Ride Tickets and Advertising

Advertising may be accomplished in many ways. Money can be spent in newspaper ads or in handbills, each of which has its place. Road signs direct people to the park, but I find from experience that many owners have found one of these methods as effective as the use of a quantity of free tickets properly placed in the right spots. On a trip to the Pacific Coast a number of years ago I talked with a man whose park was especially well patronized and who was personally known thruout the entire section from which he drew. He told me that he spent practically nothing for newspaper advertising or handbills, but that he would give away a considerable number of free ride tickets each day. These tickets were placed with lodges, Sunday schools and any reliable organization where they did good. By giving a few tickets away he brought members of those organizations and their families to his park and acquainted them with the facilities he had to offer. As a result he invariably got that organization's picnic for his park.

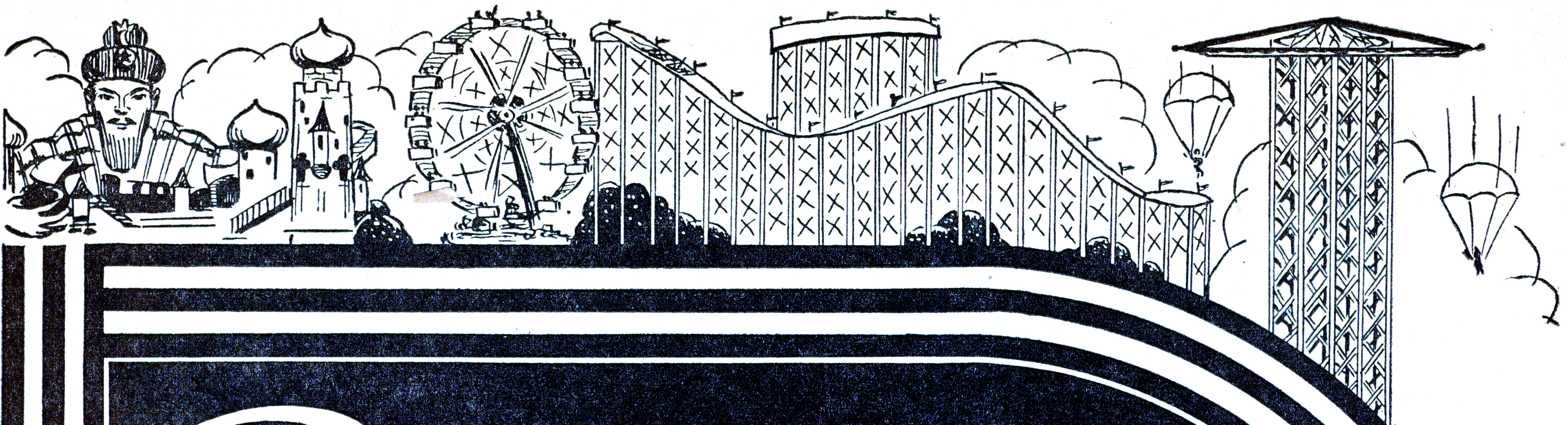
In order to attract people and keep them interested it is also necessary to add something new and novel as often as possible. I realize that in the past three or four years it has been impossible for a great many parks even to consider the purchase of new ride equipment, but conditions have improved greatly and every indication is that this year will see a further decided improvement. Every park goes to considerable expense in the spring to paint up and make necessary repairs, but people look for more than just that when they come to your park in the spring. They look around to see what is new and if they do not find something they are disappointed. Now is a good time to add a new ride, something new, up-to-date and thrilling that will appeal to both young and old, not forgetting the smaller children. Possibly your park has well-developed picnic grounds where the addition of a new kiddie ride would prove most profitable. I know of many instances where a good kiddie ride has made more money in proportion to the amount invested than any other ride on the midway.

THE GOOD PARK——

(Continued from page 54)

speed of coasting—everyone enjoys them, but not everyone can go to Lake Placid nor even take a trip on the now popular snow trains. For a nickel, a dime or 15 cents in a park you can coast down breath-taking dips and around hair-pin banked turns comparable to the internationally famous bob runs. On city streets you can't crash into your neighbor's car or tell the traffic cop what you think of him, but on the Dodgem or Scooter you can do all the crazy driving you like; it's all in fun, but satisfying

(See THE GOOD PARK on page 61)



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WEDNESDAY MAY 20TH

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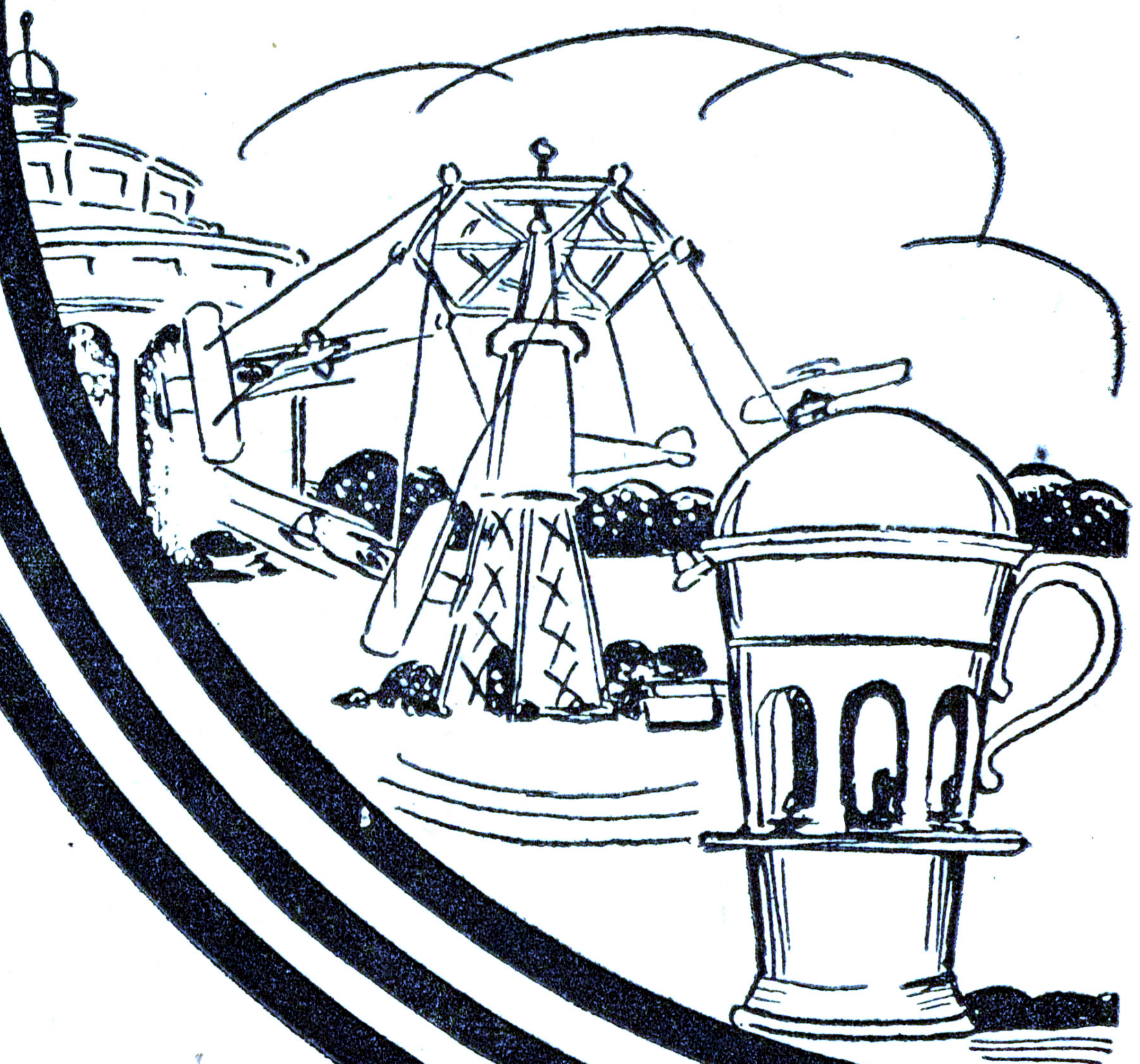

For Full Information Communicate With

EDWARD F. HILL, Director of Concessions

RIVERVIEW PARK, ROSCOE & WESTERN AVENUES, CHICAGO, ILLINOIS

SKEE ROLL
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5 CENTS
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The Perfect Set-Up for FAIRS and CARNIVALS

The Three Dimensional Bowling Game everybody can play and enjoy.

Entirely automatic—the player does everything himself. SKEE ROLL requires no ballyhoo. The set-up and the players furnish the flash that draws the crowds.

Legitimate in every way—9 balls for 5c gives every player his money's worth.

Wherever people play—There SKEE ROLL pays.

Size of Alley:
14'x2½' wt. 355 lbs.

SKEE-ROLL

Amusement Parks that have installed SKEE ROLL testify to its drawing power, its player-appeal, its earning capacity. Patrons look for SKEE ROLL when they come into your park.

Send for Latest Catalogue

ORDER NOW FOR EARLY DELIVERY

NATIONAL SKEE-BALL CO.
CONEY ISLAND, NEW YORK

WOODCLIFF PARK

Poughkeepsie, N. Y., Opens May 23

WANTED Two more Rides that do not conflict. Will sell exclusive on Merchandise Wheels and Drink Stands, Walk-Thru Shows, Palmistry, Photomaton, Scales, Novelties and Frozen Custard.

FREE ACTS DAILY Booked for entire season thru Rutan Amusement Company. Fireworks—Bank Nights—Amateur Nights, etc.

Communicate at once with PIERRE VENNER, Manager, at Park or New York Office, 551 Fifth Avenue.

LAST CHANCE 1936 SEASON

Several good Concession locations, Conneaut Lake Park, Pa. Good bookings. Will sell 1 Caterpillar Ride cheap. Wire via Western Union, or write

W. A. KLEEB, General Manager, Hotel Conneaut, Inc.

DREAMLAND PARK

FREYLINGHUYSEN AVENUE, NEWARK, N. J.

New Jersey's Most Popular Playground. Drawing Population Over 3,000,000 Radius of Five Miles. In the Heart of Two Cities, Newark and Elizabeth.
Have Opening for Concessions of Every Description. What Have You?
Two Choice Locations for Rides. FREE Gate. FREE Auto Parkings. FREE Picnic Groves.

VICTOR J. BROWN, President and General Manager.

RENT CONCESSIONS

On the Boardwalk at Keansburg, N. J.

EXCURSION PAVILIONS, SKATING RINK, DANCE HALL WITH BAR, SWIMMING POOL, RIDES, EATING AND DRINKING STANDS, GAMES, VERY LIBERAL RESTRICTIONS.

KEANSBURG AMUSEMENT CO.
KEANSBURG, N. J.

PARK FOR SALE

To dissolve partnership. Covers 29 acres, coment pool, large dance hall, auditorium seats 2,000, 4 rides, inc. coaster; beer garden, 12 concession buildings, rink, operates 7 days, on main highway, cost over $200,000.00, but $20,000 takes it debt free, no strings. Ready to open. Write BOX 156, Pottsville, Pa.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Spring Beaver

There is another thing I'd like to get across, and the Spring Special issue seems a most appropriate place for such a discussion. That is for operators of outdoor pools to get started now for the season. Too many outdoor pool men wait until the first week of May to redecorate the tank or to do other things preliminary to opening the season. The entire month of April seems to mean nothing to them.

There is a class of pool owners, however, who from the very first day of spring work like beavers to get their pools opened properly, and, as might be expected, this group almost always has a successful season. Even now, as you read these lines, these wise pool operators are around their open-air tanks every day getting things in shape so that when the season begins they'll be off on the right foot.

The others are still vacationing. They don't start thinking of their pools until May 1; some even not until the middle of May. This class won't see salesmen or anybody concerning pool business until that time. All of which, of course, means that they're so busy those few weeks in May that they almost always open late, and when they do it usually takes them until the Fourth of July to get their staffs into the swing of things.

Be a spring beaver if you aren't one already and get started on that outdoor pool. Don't wait until it's too late and don't try to cram things all in two weeks which should take five to six weeks. If you do don't expect any sympathy from at least one pool observer when you can't open on time.

Help Wanted

Many more life guards than were employed last year on the beach at Far Rockaway, L. I., are wanted by the pool and beach men in that area. Boro Prez Harvey of Queens has been petitioned to provide more life guards and to clean up the beach front. The Ostend Civic Association, the local pool org, asserts a great deal of refuse was dumped on vacant lots during the winter and is beginning to constitute a health menace.

Hi-Di-High Diving

The following high divers have written in requesting entry blanks for the forthcoming world's championship contest but have yet to return their signed blanks: Captain Dan Cherry, Pampa, Tex.; Harald Arias, Germany; Captain G. E. Craig, Miami; H. (Buddy) Siegel, Wichita, Kan.; Ray Woods, St. Louis; Billy Ritchey, Cumberland, Md.; Paul McDowell, Philadelphia; W. B. Wecker, St. Louis; Wayne Andrews, Wichita, Kan.; Bill McNulty, Boston; Bob Rodgers, Philadelphia, and J. B. Spencer, Coffeyville, Kan.

Many entries have already been received, but to make this competition a real world's championship I'd like most of the high divers to compete. Then there will be no kick coming after the competition has been held. Whoever wins will be the official world's champion. Everyone has the same opportunity to compete and there's no entry fee, so there's no reason why everyone shouldn't enter. I dislike, too, to see well-known high divers who would have a chance for first prize kept out of the competition because of the closing date. There's only a month left to send in entries, so if you have already received your blank send it back signed immediately. If you haven't gotten your entry send for it today.

Crying for Astoria

Olympic tryouts this summer, which naturally will get carloads of publicity, will be staged at the new mammoth municipal tank in Astoria, L. I. This tank hasn't opened yet, but they tell me it's a beauty, and from the plans I've seen competing commercial pools have plenty about which to cry. It's a shame that the AAU, which gets most of its support from commercial natatoriums, gave a competitive city-owned tank the valuable champs almost for a song. But then, I long ago stopped worrying about the AAU and the things its officials do.

Lost and Found

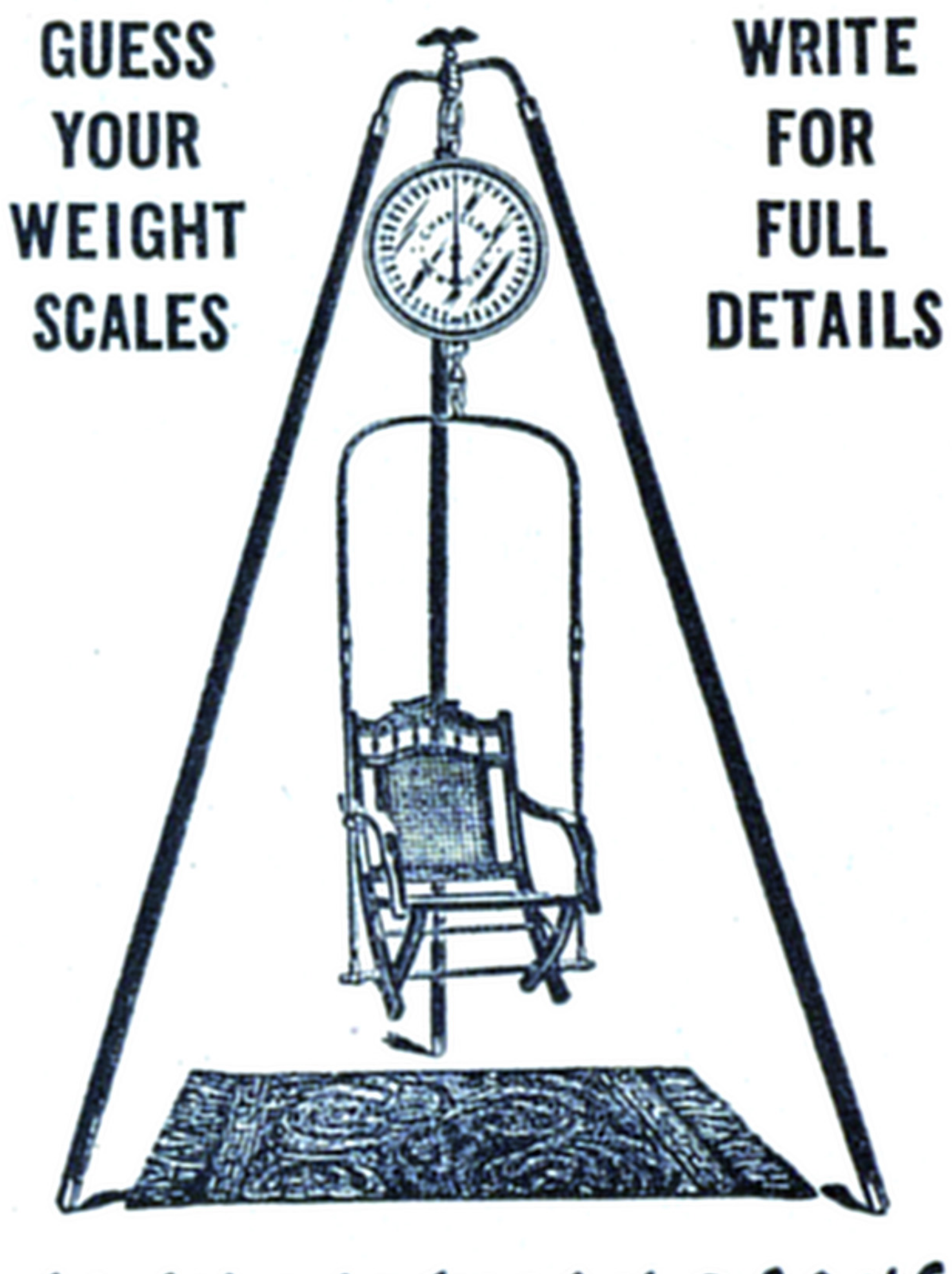
Will Walter Codona, Jessup, Md., please communicate with the writer immediately, giving his complete street address, as there is some correspondence on hand to forward to him?

Al Goldberg has been signed to handle publicity again this summer for Joe Day's Manhattan Beach, New York, which features three pools. And they say Al signed the national outdoor championships for his swim projects this year for half of what he paid last summer.

PITTSBURGH—Amos and Andy, two black bear cubs, have been added to Highland Park Zoo, coming from Philadelphia.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.
Finishing With 500 Ft. Slide for Life.
See Details and Photo on Inside Front Cover.
Address Care The Billboard, Cincinnati, O.



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KIDDIE RIDES
Order Now for Early Delivery

AEROPLANE GAME
AMERICAN FLYERS
A Hand-Controlled Skill Game and a Proven Money Getter.
Look It Over for 1936.
PINTO BROS. CONEY ISLAND NEW YORK

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SEE INSIDE BACK COVER

PARK MEN ATTENTION

I have a new, modern, all-electric Frozen Custard Machine to place in a lively park. Will pay good percentage or flat rate.

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LOOP-O-PLANE
FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Real nice weather, with remakably heavy traffic on Sunrise highway and Merrick road. . . . Looks like five-cent beer is not likely to be as popular around Island as it first appeared, from the retailers' standpoint. . . . Too high a tax to make it profitable. Nickle hot dog seems to be okeh, tho.

Pavilion Royal hits its real spring stride soon. Laying out summer plans. . . . Lake Ronkonkoma, largest inland waterway in local area, hit new peak in high water, rising so high it imperiled near-by bathing spots. . . . Seems to be a lack of enthusiasm on part of public officials on the '39 World's Fair, set for Flushing. The never-to-be-discouraged Mr. McAneny, fair generalissimo, is ploughing right ahead, obstacles or not. He has declared that, if the State and city fail in their promise to give pledged support, he will muster up private interests to put across the expo. It must be said that with all the bankers who have been showing interest in the projected fair, it will not be wanting for financial support.

Max Rosner is going ahead with some enterprising plans for Dexter Park, Richmond Hill. Spot is the largest Island assembling location, outside of Madison Square Garden Bowl. Rosner is aiming to smash the place across thru the use of baseball, but he will use other means of promotion too, he has indicated. . . . Speaking of Long Island City Bowl, more popularly Madison Square Garden Bowl, it wouldn't be a surprise to hear plans announced to salvage the spot.

ROCKAWAY BEACH: Local gag of the week is about the beachcomber hereabouts, who is supposed to have found a signet ring and thrown it away because it didn't have his initials. . . . Frozen custard'll vie with hot dogs for popularity on Boardwalk. . . . Clancy, Seaside artist, is doing plenty sign-painting for concession troupe. . . . Gus Shellackis, restaurant mogul, has his Chrystal in ship-shape for season. . . . Sidney Weiss, pin-game giant, dressing his Arverne spot up for Decoration Day opening. . . . Tom Thumb, miniature kiddie park, will be the only spot of its kind in Edgemere region. . . . Al Michaels is prepping for the season's start and his place behind the bar. . . . Cornaga Grill's doing a bang-smash biz, with space at a premium every night.

LONG BEACH: Ed. Caine's old school teacher was on a recent Major Bowes program, and to hear the popular Long Beach concessioner tell about the surprise to hear her sing, is a treat. . . They'll be working on Long Beach Boardwalk right thru summer, and to think that everyone was talking about how soon it would be completed! . . . Most of the concessions are rented, but things haven't been too good with other real estate thus far. . . . Most humiliating of all the experiences that Long Beach has had in recent years was the move on the part of the QueensBoro Electric Company in shutting off one-third the service because of deficiency in arrears payments.

Singing Tower To Center Broadcasting in Eastwood

DETROIT, April 4.—Erection of a singing tower in Eastwood Amusement Park will allow broadcasting of music to all parts of the park, being piped to the tower from the ballroom. A new kiddie auto ride is nearing completion and monkeys have been ordered for Monkey Island.

Workmen have been engaged for weeks in putting on gallons of paint, enlarging rides and readying the park for official opening on April 17. Weather permitting, an Easter Sunday preview will be held.

Cocoanut Gardens has been turned into a year-round spot with a heating and cooling system, and east end of the garden has been raised to allow patrons the same view of the dance and stage floor as patrons at ringside tables.

Doss Takes Spot in Illinois

BLOOMINGTON, Ill., April 4.—Bert Doss, widely known as member of a circus flying act, has taken over management of Shalain Park, just outside the limits of Bloomington, his home town. It comprises 33 acres with a four-acre swimming lake. A dance pavilion, 100 by 60 feet, is being erected. Free attractions will be used on week-ends.

Prospects Bright For Park Island

LAKE ORION, Mich., April 4.—Based on conditions in the territory and unprecedented list of picnic bookings, Douglas Glazier, president and general manager of Park Island Amusement Park, which will open on May 29, is confident of a good season. Crews have been repainting and slicking up; some features will be open before the formal opening and special picnics have been booked by some schools which close early. Industrial outings are to the fore

(See PROSPECTS BRIGHT on page 99)

LEFT TO RIGHT: Morris Apner, Mrs. Simon B. Green, Mrs. Apner and Mr. Green, concessioners in Dreamland Park, Newark, N. J., and Olympic Park, Irvington, N. J., snapped on veranda of the home near Lakewood, N. J., presented by Mr. and Mrs. Green to the newlyweds, their daughter, Henrietta, and Mr. Apner.

See Our
CANDY
Ad on Page 79
LEIHY CANDY CO.
St. Louis

DONALD T. HANKINS
Specializing in
SOUND SYSTEMS
FOR OUTDOOR USE.
55 Long Lane.
Upper Darby, Pa.
(Philadelphia)
Sales Service—Rentals.

FOR SALE -:- TILT-A-WHIRL
Good condition, newly painted, flashy colors. Wonderful buy for some park owner. THEO. M. TOLL, 725 Brumder Bldg., Milwaukee, Wis.

PINEHURST PARK
FOR SALE OR LEASE—Beautiful Pine Grove. Dancing, Bowling, Bathing, Lunch, Refreshments. 2,000,000 drawing capacity. U. S. Route 3 between Boston and Lowell. J. J. McHUGH, Billerica, Mass.

WANTED Six feet of space for Buttered and Carmelcorn in busy carnival or park on percentage. McCARRIN, 2809 5th Ave., Chicago, Ill.

LUMINOUS
Color Effects for Dark Rides, Fun Houses, Etc.
Sensational—Mystifying—Thrilling.
STROBLITE CO., Dept. P4, 35 W. 52nd St., N.Y.

It Helps You, the Paper and Advertisers to Mention The Billboard.

3 MEN FOR 1
With an RCA Victor Sound System, every musician can be heard in three places at once—or as many more as you have RCA Victor loud-speakers. Rich, mellow production draws and holds the public to the park. System can be used for records, radio, ballyhoo. Available for permanent installation, or portable. Costs no more than haywire apparatus. Write for information.

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18 District Sales and Service Offices to assist you

MERRY-GO-ROUNDS FOR SALE
- Four and Three-Abreast Park Machines
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- Extra Large Assortment of Carousel Animals Always in Stock
Organs
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Carrousels, Coasters, Mills and Kiddie Rides
REBUILT CARROUSELS, REASONABLY PRICED:
3-Row Jumper—Portable
3-Row Stationary
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Rebuilt Organs—Double Tracker and Single.
130 E. DUVAL ST., GERMANTOWN, PHILADELPHIA, PA.

NO ICE, SALT, WATER OR BRINE—NO MESS.
FROZEN CUSTARD MACHINE
ALL ELECTRIC.
Absolutely the most modern, economical and complete outfit on the market today. Finished in stainless steel and white enamel. Cooled by Lipman Compressor. Sanitary to the closest inspection. Usable on inside spots as well as outside. WRITE FOR LITERATURE.
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Buy a Kohr and Get the Best. Write
KOHR CUSTARD MACHINERY CO.
935 E. Market St., York, Pa.

WANTED SLIDES, RIDES, MERRY-GO-ROUNDS, Etc.
On percentage basis only—for Norfolk City Bathing Beach, one of leading negro beaches in country. More than 200,000 attendance last season. Big year ahead.
Communicate FLOATING HOTEL AMUSEMENT CORP., Care Coca-Cola Bottling Works, Norfolk, Virginia.

CONCESSIONAIRES:-CEDAR POINT-ON-LAKE ERIE
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Only 1½ hours' drive from Cleveland Centennial. Now contracting for new and novel attractions. Good prospects for big season. Reached by auto, bus, interurban, rail and lake steamers.
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Owned and Operated By
THE G. A. BOECKLING CO. SANDUSKY, OHIO

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SPECIAL PRINTED ROLL OR FOLDED MACHINE
(SIZE 1x2 INCHES)
10,000 - - $6.65 — 50,000 - - $11.25
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GASOLINE *and* ELECTRIC
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Write for Descriptive Circulars. Orders Filled in Rotation.

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Beautiful New 40 PASSENGER PARK LAUNCH or FERRY
Fully equipped, Chrysler Motor, easy and inexpensive to handle. Priced at less than half its actual value.
3 CENTURY OF PROGRESS Venetian Gondolas, entirely reconditioned and painted; originally cost $400.00. Priced for immediate sale, $69.00 each.
BUILDERS OF ALL TYPES OF PARK BOATS.
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Suite 523 205 E. 42d St. New York, N. Y.
Cable Address "BAKHAR"

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, April 4.—Warm weather greeted week-enders and as result band concerts on walk, awarding of corsages, Dog Show and other events, including big flesh show by Steel Pier, are to go on at full speed and amusement interests look for good grosses. Hotel reservations are on the up, according to a checkup. Scale men came out of nowhere suddenly and now about five are scattered over the lower 'Walk.

(See ATLANTIC CITY on page 101)

Kennywood Makes Some Staff Changes

PITTSBURGH, April 4.—Kennywood Park, opening for week-ends on April 18, should have a highly successful season, said Manager A. B. McSwigan. Extensive improvement work has been under way for weeks. George Baker constructed a Noah's Ark, and a Loop-o-Plane ride has been added. Dance floors have been remodeled and there will be

(See KENNYWOOD MAKES page 101)

Dayton's Lakeside Makes Big Outlay

DAYTON, O., April 4.—Lakeside Park will open on April 11, with Tommy Tucker occupying the band stand in the ballroom. Following Tucker will be Jess Hawkins and after Hawkins comes Isham Jones for one night on April 22.

Many improvements have been made this year. The company is operating practically everything and new eat and drink stands will be seen. New scene sheds with many stunts have been added to the Old Mill. Boats have been redecorated. A new Mangels shooting gallery is being installed. Eight new stunts have been added to the Pretzel ride and new Skee Roll alleys will be one of the features in the new Skee Roll building. Front of Hilarity Hall was lowered and a new scene put on. Ballroom is being redecorated and a new band shell is being built, color scheme in blue and white. A new Spillman Kiddie Ride is being installed on the playgrounds.

"Some big radio attractions have been booked, and we expect the largest season in the history of the ballroom. Repairs and improvements will run to about $50,000. We are looking for the best season since 1928 and, if we get a break in weather, this should be our banner year," said Gerald T. Nierman, president and general manager of Lakeside Park Company, Inc.

Fred Ponty Eying Spot In Saratoga Springs, N. Y.

NEW YORK, April 4.—Fred H. Ponty reports from Miami Beach, Fla., where he is finishing as manager of the Miami Million-Dollar Pier, that he has decided to come north and is interested in a spot in Saratoga Springs, N. Y., on Saratoga Lake, formerly known as Kaydeross Park.

Mr. Ponty states he is associating himself with the owners of the property and that an opening has been set for May 30.

RUSH ON RISK——

(Continued from page 52)

secretary last week announcing this to the industry.

Those not acquainted with the details of the new public liability insurance plan should communicate immediately with the secretary's office, addressing A. R. Hodge, secretary, National Association of Amusement Parks, Pools and Beaches, Suite 317, Hotel Sherman, Chicago, and he will gladly forward particulars without delay, it was announced.

RACINE, Wis.—A red raccoon has been presented to Racine Zoo by Paul Voelzke, Hartland, Wis. It is planned to add a pair of black 'coons shortly.

WHEELING ISLAND——

(Continued from page 52)

could not be reached for a statement as to rehabilitation of the summer spot.

Wheeling Stadium on Wheeling Island, near State Fair Park, built at a cost of $100,000, is a picture of ancient ruin. Gigantic stone and brick walls collapsed, and it will cost between $25,000 and $50,000 to restore it. This is to be accomplished by the board of education with WPA funds.

Water Is Down in Cincy

CINCINNATI, April 4.—Cessation of the Ohio River flood here was marked by announcement of Coney Island, Inc., that its steamer, Island Queen, will begin its season of "moonlite" dance excursions tonight and Sunday night, one week sooner than originally scheduled. An afternoon sight-seeing excursion also will be given Sunday afternoon. Decision to put on these "pre-season" boat rides, as Edward L. Schott, president of the company, styles them, was reached after assurances were received from the weather bureau and rivermen that the Ohio River is now again on its good behavior. Because of the flood the down-river trip of the Island Queen had to be canceled, thus making the steamer available at Cincinnati at this time. Ace Brigode and his Virginians, with Sylvia Rhodes as featured vocal soloist, will provide dance music and floor show for the excursions. Sunday afternoon cruise will give passengers a chance to inspect the effects of the flood along the Ohio River.

LOCATIONS AT——

(Continued from page 52)

World Circus Side Show, Island will have at least five freakeries. Fem shows are practically taboo.

Commencing with the Easter season a good many spots will operate week-ends, including Steeplechase Park. Luna will get off on Decoration Day.

PARK MEN! CARNIVAL MEN!
SEE OUR Ad. In Amusement Machine Section.
For REMARKABLE NEW PHOTOGRAPHING MACHINE—A NATURAL for Parks!
● Also Write for Spring Bargain List of Arcade Equipment. ●
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THE GOOD PARK——

(Continued from page 56)

fun. Not everyone can own a plane or take instruction in flying. Everyone can ride the Aerial Swing and get something of the experience of flying in the various trainer planes to be found in the park. Novelties—so long as we remain human these will have an appeal to us. On this shifting quicksand the walk-thru and ride-thru funhouses are likely to support a pretty long life.

In the past 30 years we have seen radical changes take place in our world, all of them directly affecting the amusement park. Thirty years ago the street car was practically the only conveyance in the city. We have seen the automobile catch up with the street car and pass way beyond it as the conveyance of amusement seekers. How much more opportunity the public has for education today; how much greater is the choice of recreation. Whether or not he is able to assimilate it, every citizen is given in school an introduction to cultural values; the movies and newsreel, the popular magazines bring the world into his home community. With a little ingenuity and planning he may use the new facilities of travel and himself go out into the world.

Within easy reach of home are baseball games, a good municipally operated swimming pool, pay-as-you-go golf courses and public riding academies, nature trails, public beaches and picnic grounds.

Consequently it is to a vastly more informed and experienced public that the amusement park has to appeal today. Any old thing won't do. That's what makes the present challenge such an interesting, such an exacting one to meet. The present park won't stand still. It has to grow in response to changing demands and it will continue to do so. The intelligent park man will have to be a better guesser than he has been, quick to detect a real new attraction, quick to use the latest discovery in art and science in the service of fun.

Latest Thing Is Demanded

This point is worth stressing. The purpose of the park is not to educate but to amuse, but where the showmanship is keen and the understanding sound the work may have a real educational value. I think the people should rightly expect to find in the amusement park the latest developments of lively interest in the community. Park men have sometimes been criticized for not foreseeing and shaping the present vogue of expositions started by the World's Fair. We did foresee it. In 1930 all plans were made for a Fall Fair at Euclid Beach, to exhibit a great variety of local products to a large crowd of people. The times were then rapidly getting bad and we had to abandon the project. The park man who pays his taxes and meets his obligations is not in a position to put on anything but self-sustaining entertainment. Civic groups feel they have a freer swing. Of that more later.

At present a number of suitable projects suggest themselves. For example, one of our schools in a district where the struggle for existence is very hard has made a couple of scale models, one of the district as it is, the other with the aid of a civic-minded architect of the district as it might be. I hope the board of education will allow us to give these models the prominence they deserve.

Beauty is one of the main appeals of the park. We do not need to stress the difficulty of ambitious architectural changes in these times but certainly this can be done. We are expanding as fast as possible the use of modern design and modern lighting with good results. The interest in gardening is growing year by year. What better place could be found for trying out the new kinds of plant material, to latest and well-proven technique of garden design and maintenance, all this in co-operation with the garden clubs?

A couple of years ago we made the first comprehensive use of ultra-violet light and with luminous paints obtained very good effects in the Laff-in-the-Dark. Last year we stole a march on the electrical industry by introducing in the new Surprise House a control device which relied on no physical contact or light beam. The public enjoyed being mystified by the new invisible operation. The coming years will make no change in some of the fundamental policies of the good park—the policy of catering only to the clean-cut majority, making it plain that the drunks and the rowdies are not wanted.

Safety is essential first, last and always. We have invariably found it necessary to build or rebuild our amusements doubly strong for safety and dependable operation. Every winter the whole plant is overhauled and every day during the operating season experienced men inspect every inch of the coaster tracks. Good-natured, intelligent service plays an important part that makes a visit to an amusement park a pleasant experience. People can be mighty unreasonable and exasperating, but our park personnel has to be able to handle every situation. In the key positions seasoned men contribute their judgment and experience. The rest of the force is made up mostly of students just out of school or in college, young people of intelligence and character. The money they earn in the summer helps them in their careers. In later years the local Who's Who could largely be compiled from the park alumni.

More than ever, careful management and sound salesmanship are needed in the park business as they are in all successful business in this competitive time. There are no easy-money days in prospect. The park has something to learn from the present success of the automotive industry, radio industry and motion picture industry and from retail trade. Our values must be comparable with theirs. No amount of organization can compensate for lack of responsive intelligence and keep a non-competitive industry from oblivion.

Group Outing and Forum

Now and for years to come the amusement park is the ideal place for all kinds of group outings, church and school gatherings of Jews and Gentiles, Catholics and Protestants, service clubs, patriotic and fraternal orders, commercial and industrial organizations. The social value of these outings, with their opportunity for carefree good-fellowship, cannot be exaggerated. The growth in popularity of the commercial and industrial picnic is one of the most distinct and understandable trends of our day. The amusement park, with its facilities for competently handling every kind of crowd, is naturally to be looked upon as the open forum of the community in which every shade of opinion may be expressed, subject to the rules of good order and consideration.

I would like to stress one point of great importance, one which is not always recognized, the common interest of the amusement park and the community at large in social betterment. Whether or not the park has a free gate, the park has a stake in a general high standard of living, a high standard of education, of behavior and taste. No park ever prospered as a result of general ignorance or lack of opportunity. It is very much a part of our business as park men to co-operate with the civic groups in providing facilities for a sound social life in our localities, to do everything in our power to meet the problem of employment positively by increased employment instead of negatively by increasing debts and the dole.

On the other hand, the community should recognize the social value of a good park. The good park provides services which no other agency can provide. There is a tendency at the moment for promoters to get the city into the park business in connection with civic expositions. Expositions are a fine thing. A proper standard of recreation is a fine thing. Neither is unfair competition to the parks, but when the city sponsors park amusements it is going into destructive competition with tax-paying enterprise. For a momentary and in most cases illusory gain it is selling out its own people to outsiders.

In this article I have spoken of the things in my direct experience, Euclid Beach and the big-city park. We all know of several quite different types of parks, well founded and ably managed, which have every bit as firm a popular standing as the very large park. As far ahead as we need try to see, all good parks may look forward to usefulness and prosperity.

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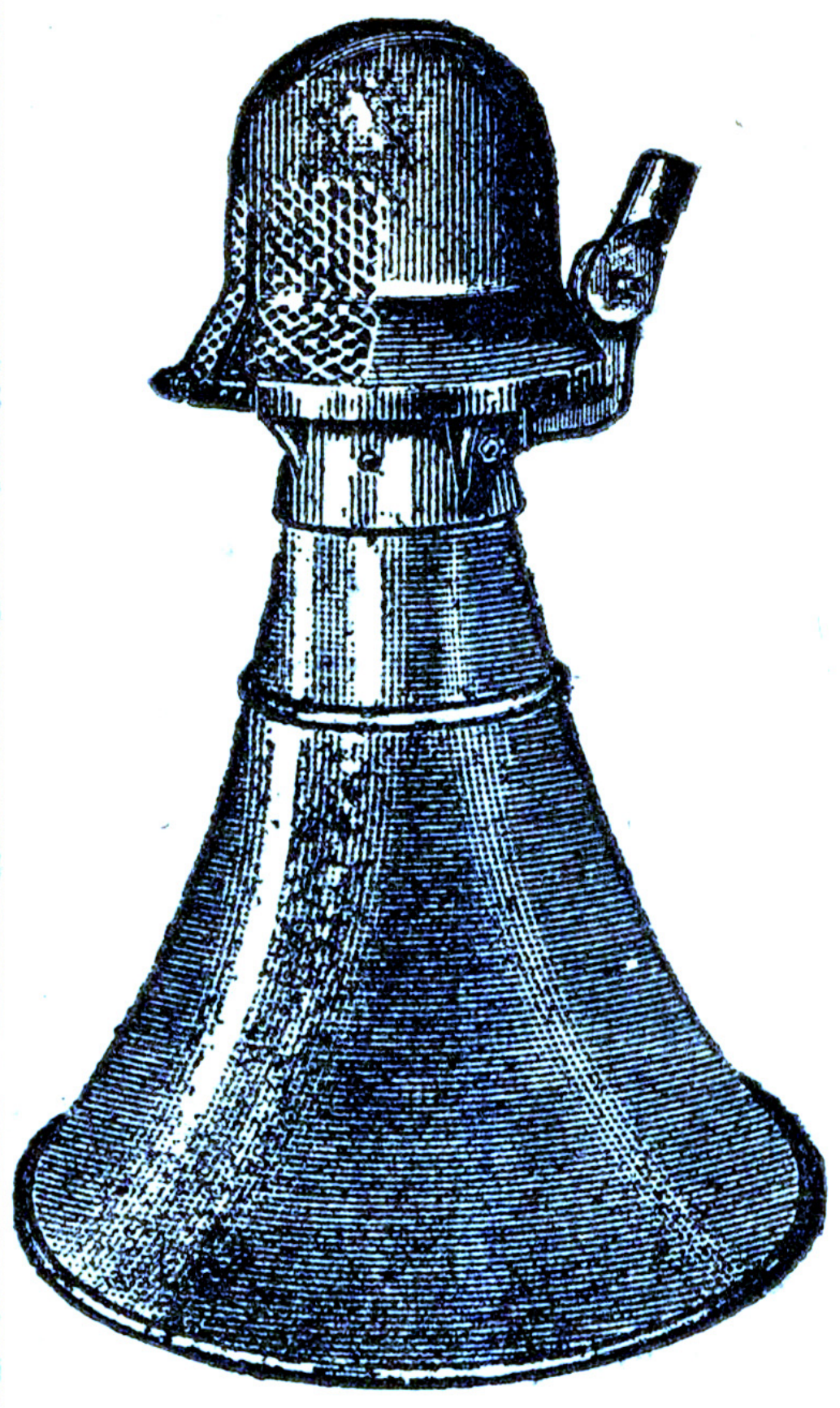

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CLEVELAND BACKING HEAVY

Business and Trades Pledging Support for Great Lakes Expo

Publication heads attend booster meeting at Chamber of Commerce—lighting will be emphasized, with notable engineers as consultants—amusement men seek locations

CLEVELAND, April 4.—Meeting in the Chamber of Commerce, representatives of leading business and trades publications unanimously pledged their support to Great Lakes Exposition here on June 27-October 4. Among those attending the meeting, presided over by C. J. Stark, president of Penton Publishing Company and addressed by Lincoln G. Dickey, general manager of the exposition, were Emerson Findley, *Iron Age;* J. C. Chatfield, *National Petroleum News;* E. C. Barringer, editor; E. F. Ross, associate editor; G. O. Hays, business manager, *Steel;* William E. Coates, *Pit and Quarry;* Alice E. Roberts, editor; Charles G. Meister, business manager, *Ohio Motorist;* Iris Shimp, editor, *The Clevelander;* Austin G. Sayler, editor, *National Apartment Journal;* Henry Zwirner, Fairchild publications; Wilson B. Fiske, *Advertising Age;* Leonard H. Church, McGraw-Hill Publishing Company; L. E. Jermy, editor; Harold B. Veith, *Machine Design;* Dan M. Avery, editor; F. G. Steinbach, managing editor, *Foundry;* William M. Rooney, managing editor, *Daily Metal Trade;* Winton Brown, Cleveland representative, *Time;* R. F. Kelsey, managing editor, *The Ohio Farmer;* F. V. Cole, publisher, *Power Boating;* C. J. Stark, president; J. D. Pease, vice-president; John Henry, R. T. Mason, A. F. Clark, Penton Publishing Company; James C. Munn, Bryan Davis Publishing Company; E. E. Thum, editor, *Metal Progress;* Margaret Falk, Cleveland representative, *Fortune;* R R. Ricker, *Mid-West Purchasing Agent;* J. L. Tugman, *Light;* Edward Duncan, *Drug Topics;* Douglas M. Kennedy, *Domestic Engineering;* Robert M. Creeghead, western manager, *Metals and Alloys;* and C. B. Peck, Curtis Publishing Company.

Amusement Zone Bigger

Frank R. Hines, director of entertainment, announced July 18 and 19 as Great Lakes Exposition Regatta Days. Events will include outboard and sail-

(See CLEVELAND BACKING on page 65)

Tri-County Circuit Formed By Eastern Pennsy Annuals

PHILADELPHIA, April 4.—Tri-County Fair Association of Eastern Pennsylvania has been formed by Flourtown, Spring Mill, Barren Hill and Kimberton. In previous years each town has held a fair, but dates have clashed. To overcome this the new circuit has been formed.

The following acts have been booked, thru the George Hamid office: Barren Hill, Red Brady and Joan; Spring Mill, Race's Sensation; Kimberton. Billy Ritchey's Water Circus; Flourtown, Cimse Sensation.

Michigan Annual Comes Back

LUDINGTON, Mich., April 4.—Mason County Fair Association will revive the annual fair here, dropped some years ago when it was considered that the site had become too small. New grounds, 185 acres about a mile from the city, will cost about $100,000, figuring WPA funds and local contributions, said Secretary Fred O. Lagesen. It is to be fair grounds and airport combined, buildings and midway for a fair in August to be centered between a half-mile regulation race track and a landing field.

ALEXANDRIA, Minn.—Secretary R. S. Thornton, with Douglas County Fair more than 15 years, and vice-president of Minnesota Federation of County Fairs, sees big prospects for the August fair this year, at which will be featured live stock and 4-H Club exhibits, horse racing and circus acts.

EL REY SISTERS, who were at Danville (Va.) Legion and Merchants' Auto Show and Exposition, directed by George S. Marr, report having been contracted for Illinois State Fair, Springfield.

Chapman Is Made Reformatory Head

IONIA, Mich., April 4.—Fred A. Chapman, secretary of Ionia Free Fair Association, has been appointed warden of Michigan Reformatory here by Gov. Frank Fitzgerald. The present warden has been named to Southern Michigan prison in Jackson.

Mr. Chapman is business partner of Former Gov. Fred W. Green, formerly was manager of Michigan State Fair and is a past president of the International Association of Fairs and Expositions.

What! No String-Savers?

STOCKHOLM, March 30.—City of Ystad is preparing a novel exposition for this summer, a Leisure Times Exhibition, at which every sort of hobby or pastime will have a place. Thumb-twiddlers are invited to send in action photos of their favorite pastime. Big space is reserved for gossip-mongers and back-biters.

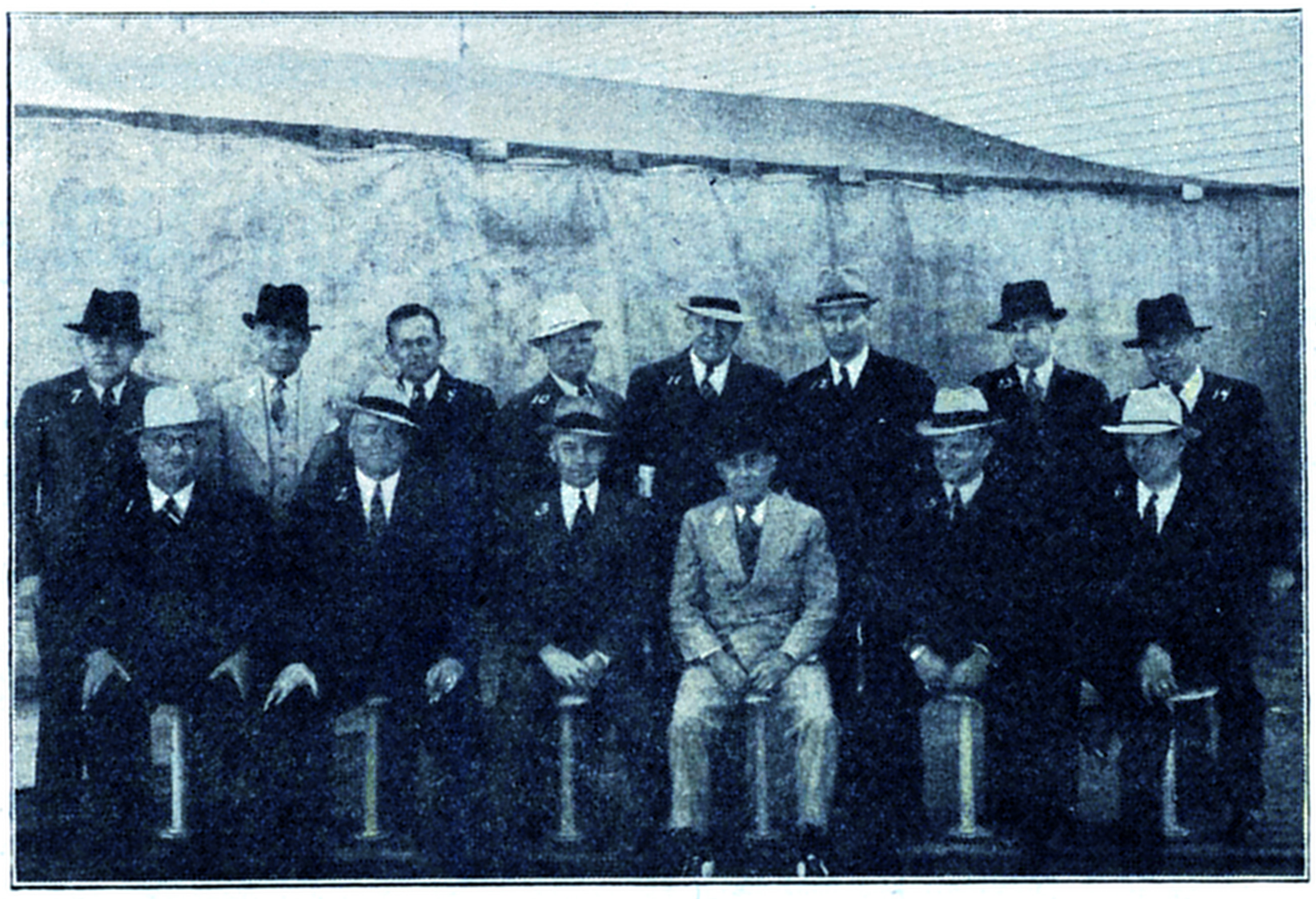
Rochester's Midway Only Pay Attraction

ROCHESTER, N. Y., April 4.—Rochester Exposition will inaugurate a new policy this year, an admission fee of 35 cents and no other charge inside the grounds except for midway shows. All grand-stand seats will be free day and night, with fireworks displays nightly.

Hobby Show, incepted two years ago, will be enlarged, says General Manager William B. Boothby, as it has outgrown the quarters formerly occupied. Show has been assigned Industrial Building No. 4.

Dodson's World's Fair Shows have been booked on the midway. Event is dated Labor Day week.

SOMERSAULTING with a stock auto is one of the sensational stunts performed by the "Hollywood Stunt Girl," a feature of Hinck's Congress of Dare-Devils, booked for Thrill Day at Illinois State Fair, Springfield, and Ionia (Mich.) Free Fair by Barnes-Carruthers.



FAIR OFFICIALS, ATTRACTIONS MEN AND CARNIVAL MANAGERS at the recent Florida Fair, Tampa. Left to right, front row: P. T. Strieder, general manager, Florida Fair; J. Alex Sloan, auto races; Charles A. Nash, general manager, Eastern States Exposition, Springfield, Mass.; Elwood A. Hughes, general manager, Canadian National Exhibition, Toronto; Lee Warner, Minnesota State Fair; J. W. (Patty) Conklin, Conklin's All-Canadian Shows; rear row: Max Linderman, World of Mirth Shows; Charles W. Green, secretary, Missouri State Fair, Sedalia; Weiman Boyle; E. Lawrence Phillips, Johnny J. Jones Exposition; Frank P. Duffield, Thearle-Duffield Fireworks Company; Raymond A. Lee, secretary, Minnesota State Fair, St. Paul; Frank H. Kingman, secretary, Brockton (Mass.) Fair; Jim Malone, publicity director, Florida Fair.

High Premiums, Reserve Funds Put Up to Connecticut Managers

A warning against maintaining premium scales that are too high and a suggestion that reserve funds be set up whenever possible were included in an address by State Commissioner of Agriculture Olcott F. King before the 1936 convention of the Association of Connecticut Fairs in Hartford, excerpts from which follow:

"In attending many of your fairs and approving your financial statements I have had occasion during the past three years to note what seems to be a healthy situation. When your State appropriation was reduced in 1933 many of you made a closer study of your activities with an aim to reducing expenses, but very few cut premiums to any material extent. In 1933 28 or all the fairs receiving State aid paid premiums totaling $13,582.25. As a reimbursement from the State these fairs received $5,000. This was the first year that the reduced State appropriation went into effect and if your reimbursement from the State had been figured on the former basis of 50 per cent of the premiums you would have received $5,998.32. In other words, the reduction of the State appropriation meant a total net loss to 28 fairs of less than $1,000.

"In 1934 27 fairs received State aid, paying a total of $12,962.65, for which they received $5,000 reimbursement from

(See HIGH PREMIUMS on page 69)

Beat Schedule On Dallas Job

Early visiting crowds augur well for attendance—rumors of '37 show denied

DALLAS, April 4.—Texas Centennial Exposition work was well under way, with a 10 days' to two weeks' lead on all construction, on April 1. On Sunday, March 29, 80,000 people visited the grounds as the expo held last "open house" until the show opens on June 6. Rapid improvement of the last month in all phases of building won admiration of crowds which gathered from Dallas, many other parts of the State and Oklahoma, Arkansas, Louisiana. Exhibitors and concessioners checking crowds were pleased, as present interest indicates good paid attendance.

Wire services, chain papers and leading publications, as well as networks, are taking copy and pictures on the $25,000,000 show to a greater extent than from previous expositions, according to experts who have been checking for the management. Thomas Wood Stevens, authority on Elizabethan drama, arrived on Thursday to okeh plans for the Old Globe Theater and English Village and to address Dallas Shakespeare Club, which will sponsor players at the exposition.

Another $100,000 has been made available for *The Cavalcade of Texas* to insure perfection of the production, making the show one of the costliest ever staged with $250,000 capital. Cast will number 500 to 700 with nearly 300 horses, mules, oxen and cattle.

Plan Only One Period

W. A. Webb, managing director, denied rumors that the expo will be continued in 1937. Pointing out that reason for the exposition is celebration of a century of freedom in Texas, he declared

(See BEAT SCHEDULE on page 69)

More Cash for Paris Expo

PARIS, March 30.—Chamber of Deputies has voted an additional credit of 22,000,000 francs ($1,466,666) for the Paris Exposition of 1937. Of this 18,000,000 francs ($1,200,000) will be for construction of a permanent Palace of Discoveries for scientific exhibits and balance for construction of a model farm and an exposition of tourist promotion methods. Plans are being drawn for a permanent Radio Palace, to be completed for the opening.

Brown on Ft. Worth Job

FORT WORTH, Tex., April 4.—J. Ed. Brown, appointed last week manager of concessions and shows for the Frontier Centennial Celebration to be held here for 15 weeks, opening on July 1, having come from San Diego, where he had the same post at California Pacific International Exposition has established offices and started booking attractions in the brief period left to accomplish the big undertaking.

Secretaries in Mississippi Not To Meet Till Next Year

COLUMBUS, Miss., April 4.—Mississippi Association of Fairs did not hold a 1936 meeting of secretaries because the state secretary was incapacitated by an automobile accident, said Henry M. Pratt, Columbus, president of the association.

"However," he added, "the association is still active and a meeting will be held early next year, due notice of which will be given."

HASTINGS, Mich.—L. E. Barnett, general chairman of Centennial Corporation, announced that there will be no activities in Hastings Centennial Celebration until the last of July.

Booker for All Outdoors

Hamid Supplies Anything from a Circus to a Freak

This is the fifth of a series of stories about those figures of American life who unite artist and audience to their own profit.

By DOUGLAS GILBERT
World-Telegram Staff Writer

If you want anything from a Hottentot war chief with ninety dagger-dancing wives to a full two-act musical for outdoor entertainment George A. Hamid is your dish. Mr. Hamid, known from here to Tokio as the top "outdoor" man of the world, controls more freak and novelty acts than any other agency.

Give Mr. Hamid a fortnight and he'd put on a World's Fair. Last year his agency booked more than 300 fairs, 200 celebrations, 35 amusement parks, together with homecomings, civic carnivals and circuses, for a total estimated audience of 30,000,000 people.

The outdoor season is just ahead and right now Mr. Hamid and his office staff at 1560 Broadway are busier than the Republican National Campaign Committee. (To carry on the political note—local organizations of both parties are negotiating with him now for elephant and donkey acts.) Our own World's Fair committee is in conference with him, and currently he's messing around with Pittsburgh's coming Jubilee.

Mr. Hamid digs up acts from all over, has representatives throughout Continental centers who in turn have their agents in the interior. Some guy out in Kamchatka, say, can run seven at three-cushion billiards with his nose instead of a cue. Presto! Mr. Hamid's agent hears of it, takes a look at him, and presently the billiard wonder is playing Mr. Hamid's fair circuit.

Incidentally, he says European talent is pretty scarce now. The good acts won't come over because of the 59-cent dollar. This, and other factors, have stimulated American talent in this unusual line. Developed by the Hamid agency are Helen Reynolds and her roller skating wonders. He says he'll match Reynolds against Sonja Henie, who, by the way, he booked at Playland, Rye, before the little blonde grace of the ace ever heard of M-G-M.

The Hamid office last year booked the Canadian National Exposition, the largest annual outdoor affair in the world. As a new stunt he induced Rudy Vallee to appear at this festival, and, Rudy, skeptical, went. Rudy liked it so much he has signed up with Hamid for outdoor booking this summer. Other major attractions Mr. Hamid has recently undertaken are the United States Marine Band, Goldman's band and a portable stage show unique of its kind.

The above, representing a few extracts from The New York World-Telegram of March 20, appeared as a five-column account, with a three-column pencil sketch of George Hamid, superimposed on a four-column action photo of a high-wire act. The headlines are reproduced exactly as they appeared. Its position was the first page of the feature section, one of the most widely read in the metropolitan district and syndicated by Scripps-Howard Newspapers. Reprinted by permission of The New York World-Telegram.

● after five months of conscientious endeavor—or the period between the closing of fairs and current preparations at amusement parks—george a. hamid, incorporated, is pleased to announce a rosy-looking set of books on its contract shelf

● as a matter of fact, these books reveal a record number of contracts negotiated, but it is not in a spirit of boastfulness that we point, with pardonable pride, to our achievements in the direction of talent purveying

● indeed, if acknowledgments are in order, they belong, with deep appreciation, to the enterprises which have shown practical confidence in george a. hamid, incorporated, by arranging for what we honestly believe are the best buys on the entertainment market

● did we hear someone say that we are bound to be prejudiced in our own favor? ● to be quite frank, we like our own stuff tremendously ● it would be a very sad state of affairs if this house were to descend to that awful level known as loss of enthusiasm for and excitement about its own affairs, which, in a direct way, are the amusement affairs of the north american continent ● it would be a very sad state of affairs if the enterprises which do business with us were to diminish their enthusiasm and excitement

● it is enthusiasm, ardor, excitement and conscientious endeavor, exerted in kind by those to whom we cater, which make it a pleasure to continue, thru the years, to do our utmost in scouting and furnishing the most gilt-edged and magic-touched acts, units, troupes, productions and attractions—domestic and imported—available throughout the globe—we mean the western and the eastern hemispheres and we don't mean maybe

● based on facts in our records, we sincerely believe—and this is a prophecy—that the 1936 outdoor season will approach the boom days so closely—for everyone in the amusement business—that the difference will be too slight to be visible.

● secretly, we think this current year of grace will not only put up a good, clean fight but will probably kayo what an eminent journalist has termed the "era of wonderful nonsense" ● no doubt you have all heard that kid depression is not even on his last legs ● he has, as a matter of fact, taken a good sock on the jaw, is down for the count, and his manager, known in boxing circles as "squawk till it hurts," has been merciful enough to throw in the sponge, thus permitting his charge to leave the ring without prolonging the brutal struggle and adding to the disgrace of both of them

George A. Hamid

1560 broadway, new york city ● other offices in boston ● london ● paris ● berlin ● tokio ● pittsburgh ● brussels

Good Attractions Make a Night Fair

By Frank H. Kingman

BEFORE discussing night fairs, I feel that credit should be given to *The Billboard* for its continued support of fairs everywhere. To continue to give more free space in the Fair News Section than the advertising received justifies certainly places a burden on fair men everywhere to co-operate with their only publication. Any fair man who studies its columns over a period of time and follows this up with correspondence and personal visits to the limited number of fairs which he can attend is giving himself the best fair education possible. These columns are practically a textbook.

I believe that too many fair men overlook or incorrectly evaluate fundamentals, and before we can discuss a night fair we must prove that there is a reason for having one.

It is very unfortunate that the fairs on this continent do not have a national organization with a full-time staff, whose duties would include the compiling of data. Fairs very often need this information to use with their Legislatures, as well as to use in testing their own policies. Statements in this article might be entirely reversed if more data were available.

It is a truism in business that a true statement of all of the facts generally points to one decision. I believe that practically all large fairs can operate a successful night fair. Most large fairs have a night fair at present and from the statements in our file, practically all of them are successful.

Frank H. Kingman

Because of insufficient evidence, I would hesitate to recommend that all small fairs have night shows, except that the principles underlying the operation of all fairs are the same, and if reasonable judgment is exercised, I can see no reason why they should not be successful.

Some Reasons for Night Success

There are a number of reasons why a night fair should be held and why it should be successful. First, the attendance problem. I think it is a true statement that at a majority of our largest fairs many patrons attend at night only, and I think this is especially true of those who live in the city or suburb of the city in which the fair is held. Attendance figures at many fairs show that a larger percentage of patrons who attend at night will pay again at the grand stand than those who attend during the day. I presume this is natural because those attending during the day have so many more things to see that many of them never get as far as the grand stand. If this is true it places a greater burden on fair managements to produce a top-notch show at night because the night patrons attend mostly for that show. Those who attend during the day in all probability will see something at the fair which pleases them, and, if the management does fall down on its grand-stand show, they will probably still feel that they received their money's worth. To express it another way, our patrons who attend only at night are our most critical group, and our evening grand-stand show must be as nearly perfect as we can make it.

There is also the extra revenue derived from the day patrons who, to a very large extent, will stay to see the night events if they are sufficiently different to attract them. I believe that one reason why we don't receive a larger percentage of our patrons at the evening grand stand is because they feel that the show is the same, and in a large number of cases I think this is a fair criticism and is one place where we are weak. I realize that a totally different show at night is probably impossible, even at our greatest fairs, but we can present some new things and very often it is some little inexpensive attraction which goes over the best. Fortunately for us, up to a certain point the public cannot compare values between, for instance, a feature which costs $150 and one which costs $450. In other words, it is not always necessary to spend a large sum to get something entertaining.

Also, from the attendance angle, we must consider the working man who a few years ago was making sufficient money so that he could take one or two days off to attend the fair but who now must curtail his expenses, and if he is fortunate to be able to work every day in the week, he will probably do so and at the best attend our fair at night.

Extra Costs and Increased Receipts

Second, the expense of the night fair. In considering the cost of operating a night fair we must analyze two groups of expense items, those of overhead and attractions. Practically all of our overhead is labor and in a great many cases this does not mean large increases, because many persons are paid on a weekly basis. Generally, acts are paid for the week, so that the evening grand-stand show extra cost would be for music, fireworks and electric current.

I am firmly convinced that these extra costs can be more than met by the increased receipts. In addition to the revenue at the outside gates, some of which would never be received during the day, there is the extra revenue at the grand stand, plus receipts from the midway, which can run into a substantial sum with a good carnival.

Third, exclusive night attractions. Fortunately, for those fairs that have a night show, there are at least two important features which can be held only at night, fireworks and revues. I believe that a good fireworks show has more universal appeal than any one other thing seen at night fairs. Practically all of the aerial part of it appears and disappears so rapidly that it is impossible to remember from one fair to another what they looked like and the patron retains his general impression only. If I had money enough for only one night attraction I would place fireworks at the top of the list.

During the last few years a larger number of the bigger fairs have been playing revues at the evening grand stand and, judging from the financial statements as a whole, they have been successful. One big advantage of having a revue is the setting it offers. The best act in the world without proper setting and proper lighting is handicapped. In the last few years there have been numerous spectacular musical pictures and a revue at least offers the opportunity to present something of a similar nature. In connection with the revue we may take advantage of the radio and screen industries' work by adding a radio or screen star to the program.

Many fair officials twice his age have not had the experience in the field, either in years or variety, of Frank H. Kingman, who has been secretary of Brockton, Mass., Fair four years. He has been active in fair work 18 years, having been, aside from his Brockton service, manager of Connecticut State Fair, Hartford, three years; manager of New England Fair, Worcester, Mass., three years; assistant secretary of Iowa State Fair, Des Moines, and office manager of Eastern States Exposition, Springfield, Mass., eight years.

Fourth, exhibitors and concessioners: Revenue derived from the sale of space to merchants and concessioners generally is expressed in substantial figures. The four or five extra hours at night mean a lot to a merchant because, in the last analysis, he is buying circulation or people past his booth. I know of many examples of merchant exhibitors doing more business at night than they do all during the day. From the standpoint of the concessioner, a night fair gives him two big meal periods instead of one.

Fifth, eye appeal. Almost everything we look at appears differently under lights. Lighting is making rapid strides and there is plenty of evidence that good lighting results in sales. Almost everything at a fair appears different under lights. Compare, for instance, an act. In the afternoon it appears on the stage without any background, the actors being silhouetted perhaps with automobiles back of them in the infield, or other actors waiting to go on. Patrons are distracted by planes overhead, race horses coming onto the track and a host of things too numerous to mention, but every one of them tending to pull the eyes away from the act. I think all fairs are weak in not trying to set up some sort of a background. Compare this with your night show, when some of the things mentioned above are not present, and when Mother Nature furnishes a background of darkest night, and with powerful lights burning a spot of intensity on your stage, all of these things combining to draw your eyes to the act.

Increase in Evening Grand Stands

There is no question from your carnival standpoint but that light produces sales. I believe it would be a fair statement to say that the midway generally is much better lighted than any other part of the grounds at night and, therefore, the majority of our patrons may be found on the midway, excepting those, of course, in the grand stand.

Sixth, the effect of the automobile. The introduction of the auto has increased the number of hours a patron can spend at the fair and still arrive home late in the evening. From the standpoint of large fairs, the best evidence we have of the evening grand-stand attendance are the actual figures presented to the International Association of Fairs and Expositions. We submit typical examples. Practically every large fair last year had an increased attendance at outside gates, and notice the figures for the grand stand:

	Increased Gate	Increase Afternoon Gd. Std.	Increase Evening Gd. Std.
Kansas Free Fair.........	40%	65%	47%
North Dakota State......	60%	10%	90%
South Dakota State......	53%	55%	65%
Kansas State	12%	18%	28%
Nebraska State	41%	136%	354%
Iowa State	31%	53%	38%
Minnesota State	16%	28%	9%
Indiana State	43%	60%	35%
Cumberland, Md.	3%	5%	25%

and notice what the averages disclosed—

Average attendance at 38 fairs increased 23.9 per cent over year 1934.

Afternoon grand stand at 28 fairs increased 28.9 per cent over the year 1934.

Evening grand stand at 29 fairs increased 37.9 per cent over year 1934.

At the Brockton Fair we believe that good attractions and a night fair have caused whatever success we have had. The most definite way to prove this statement is to give you our figures before and after introduction of the night show in 1919:

	Receipts	Expense	Profit	Loss
1914	$102,614	$ 95,093	$ 7,521	$
1915	83,182	84,223	....	1,041
1916	109,306	82,070	27,235	....
1917	106,103	89,214	16,889	....
1918	No fair.			
1919	171,619	120,736	50,882	....
1920	237,756	147,324	90,432	....
1921	275,794	215,725	60,068	....
1922	322,678	234,392	88,286	....

	Total Receipts	Total Expense	Total Profit
Four years, 1914-'17..	$ 401,205	$350,600	$ 49,564
Four years, 1919-'22...	1,007,847	718,177	289,668

	Average Receipts	Average Expense	Average Profit
Four years, 1914-'17....	$100,301	$ 87,650	$12,391
Four years, 1919-'22....	251,961	179,544	72,417

To produce these results large sums of money were spent. A typical year is the cost sheet of our grand-stand show for 1927, when we spent the following:

Acts	$16,850
Fireworks	8,000
Auto Races	5,800
Harness Racing	35,632
Horse Show	28,800
	$95,082

Good Acts and Public Response

These attractions were supplemented by running races, whippet races, balloon ascension, track and field meet, pony polo and others.

Brockton Fair from the beginning has had attractions in the infield which could be seen from the grand stand. The policy has been to present these attractions like a circus with at least five different things being on at the same time. This is an expensive setup and for the last three years we have had to curtail, but for 1936 we shall try to reproduce our previous shows. A description of our physical setup may help to create the picture. We have had two large stages opposite our grand stand in the infield; at the outer side of each stage we have had two horse-show rings; at the back half of the infield our cinder track is used for the track and field meet, football games, etc., and the north end of infield is used for horseshoe-pitching courts and balloon ascensions.

(See GOOD ATTRACTIONS on page 72)

PATRICK & FRANCISCO

The Name Alone Guarantees the Fastest and Best Comedy and Most Forward Act Before the American Public.

THE REAL ACROBATS
TWO JOLLY RUBES

A SURE CURE FOR THE BLUES.
You Can Only Hold Your Sides and Laugh.
RICE LAKE, WISCONSIN

An Outdoor Attraction which makes Fairs a success. Gives your crowds a hearty laugh and a pleasing remembrance. If it's fun you want, book these Two Jolly Rubes.
Two Complete Seasons at New York Hippodrome.

PORTABLE
BLEACHERS
TO RENT OR SELL

All sizes from 2 to 33 tiers high.

Many sizes for rent in large and small quantities.

Write or Wire
UNIVERSAL BLEACHER CO.
Champaign, Ill.

ANNOUNCING the
OWOSSO CENTENNIAL CELEBRATION
JULY 1-4, 1936.
Mardi Gras on 7 Downtown Business Blocks.
Free Entertainment—250,000 to draw from.
RIDES AND CONCESSIONS WANTED.
OWOSSO CHAMBER of COMMERCE
Owosso, Mich.

EASTERN COLORADO ROUND-UP
and
WASHINGTON COUNTY FAIR
AT AKRON, COLO.
WANTS complete Carnival Set-up and Special Night Show for dates of August 19-20-21, 1936.
L. E. FASSLER, Concession Manager.

—'SFREE—
Send for Used Tent Booklet.
ARMBRUSTER TENTS ABOVE EVERYTHING!
R. H. ARMBRUSTER CO.
SPRINGFIELD, ILL.

RIDES WANTED
TREMPEALEAU COUNTY FAIR
Galesville, Wis., September 4-5-6-7.
Address ALFRED N. SAGEN, Secy.

WANTED
CARNIVAL AND FREE ACTS.
POCAHONTAS COUNTY FAIR
August 24, 25, 26, 27, 28, 29.
FRED C. ALLEN, Secretary, Marlinton, W. Va.

LUCILE ANDERSON
America's Premier Lady High Diver.
Some Open Time. Direction ARTHUR L. HILL, 235 West 46th Street, New York, N. Y.

CARNIVAL WANTED
By Junior Order, Marion, Ohio, for one week, May or early June preferred. If interested write.
H. B. PRIOR, 459 Blaine Ave., Marion, Ohio.

RED BRADY and JOAN
RED BRADY'S DIVING DEVILS and RED BRADY'S WATER SHOW. Permanent address, 1316 S. 60th Ct., Cicero, Ill.

WANTED SHOWS
For Jay County Fair, Portland, Ind., August 9 to 14, inclusive. MIKE ANKROM, Secretary.

Ionia 1935 Profit $5,302; Assets Placed at $215,412

IONIA, Mich., April 4.—Ionia Free Fair Association had a profit on its 1935 fair of $5,302.28. The association has had only three deficits in its 21 years of operation.

Total assets are placed at $215,412.76, which includes $13,727.51 on deposit in bank as working capital for the next annual.

Receipts were $25,097.15 from grandstand admissions; $8,789, concessions; $2,291, exhibition space rentals; $693, entry fees; $2,654.90 from State for premiums; $7,796.64 from advertising space and in percentages from shows and rides; $1,893 was distributed in the cattle department, where the largest premiums were given.

Seek Uniformity in Illinois

KEWANEE, Ill., April 4.—Central Illinois Trotting and Pacing Association, made up of Mercer, Bureau, Henry, La Fayette, Morrison and Knox fairs, has adopted uniform rules governing management of member fairs. Rules will apply to racing programs and draft of premium books to avoid conflicts of other years. Efforts will be made for satisfactory dates and a more prosperous year is anticipated. All of the members weathered depression in fair shape. Debts incurred during lean years were practically wiped out last year.

CLEVELAND BACKING——

(Continued from page 62)

boat races and races for cruisers and run-abouts. A feature will be an event for hydroplanes with engine displacement of 225 cubic inches, first time such an event has been run in Cleveland. Cash prizes and trophies will attract leading drivers, Mr. Hines said.

Commodore E. E. Noble heads the committee of yacht clubs in this district. Executive committee also includes Commodore Wilbur J. Wright, Commodore H. D. Hendricks, A. J. Oliver, Commodore L. W. Greve and Arthur Hess. Events committee includes E. A. Brooker, D. G. Butler, Alexander Winton Jr., and Commodores Oliver and Wright.

Almon R. Shaffer, associate director in charge of amusements and concessions, said that seven acres have been added to the amusement zone, bringing the total area up to 42 acres, not including the area surrounding the municipal auditorium, underground exposition hall and adjacent territory. Mr. Shaffer reported showmen eager to secure preferred locations Shaffer stated. Several amusement and concession contracts have been signed and numerous others are awaiting final signatures, he said.

Ticket Goal 1,000,000

Streets of the World, to house some 30 nationality groups, will present typical old world cafes, beer gardens, gift shops, restaurants and other colorful features. United States postage stamps and specially-designed silver half dollars, commemorative of the exposition and Cleveland Centennial are soon to be issued, United States Senator Robert J. Buckley, Cleveland, being instrumental in securing the issues.

General Manager Dickey declares the exposition will be the best lighted in the world, as Cleveland has long been a center of the electric lighting industry, and research laboratories will offer newest effects in lighting science. Current will be of sufficient capacity for normal use of a city of 50,000, Mr. Dickey said. Associated with Expo Lighting Engineers A. H. Heidenreich and F. R. Ritchie will be engineers of Nela Park and General Electric company as consultants.

Harry P. Harrison, director of special ticket sales, and his teammate, George G. Whitehead, have gone into action, the special ticket sales promotional goal having been set at 1,000,000 before opening on June 27. Peg Willin Humphrey, associate director in charge of space sales, has returned from a flying trip to St. Louis.

OWOSSO, Mich.—Owosso, home of the late James Oliver Curwood, famous novelist and conservationist, will celebrate its 100th anniversary in July with a historical parade, pageant of progress, Mardi Gras on eight business blocks, costume ball, sports, rural participation program and other features, the event being part of Michigan Centennial Celebration.

STREETS OF ALL NATIONS
TEXAS CENTENNIAL EXPOSITION
Dallas, Texas, June 6---Nov. 29, 1936

THE LARGEST CONCESSION
IN THE HEART OF THE MIDWAY
NOW LEASING. PRICES RIGHT.
NO PERCENTAGE CHARGE WE BUILD BUILDINGS COMPLETE
YOU FURNISH INTERIOR DECORATIONS AND LIGHT.
The Village will represent The Streets of the World—French, English, German, Holland, Russian, Roumanian, Greece, Sweden, Norway, Mexico, Italian, China, Japan, South America, Morocco, etc.

SHOPS SHOWS BARS ORIENTAL THEATRE
STORES RESTAURANTS SOFT DRINKS PALMISTRY
STANDS GRILLS ANTIQUES NOVELTIES
SKETCH ARTISTS

The Streets of All Nations Will Present
A Beautiful Free Show With Feature Drawing Personalities
The Only Space Now Available on the Exposition Grounds.
There Is No More. We Have All That Is Left.
2,000,000 ADVANCE TICKET SALE 10,000,000 ATTENDANCE

Write or Wire Now
STREETS OF ALL NATIONS
Suite 307 Southwestern Life Bldg. Dallas, Texas
E. W. McCONNELL, President. W. H. CHADWICK, Secretary
NAT D. RODGERS, Managing Director

NOTICE TO EASTERN FAIR SECRETARIES!
Geo. Hamid IS NOT
BOOKING MY EASTERN REVUE OR ACTS.
I HAVE A FEW WEEKS OPEN IN THE EAST.
P. S.—My New 1936 Revue has been contracted for the 6th consecutive year at the York Fair, York, Pa.
ERNIE YOUNG, 162 N. State St., Chicago

INDEPENDENT RIDES, SHOWS AND CONCESSIONS.
FOUR BIG EVENTS
Average Attendance Exceeds 250,000
BARREN HILL FAIR . . . . JUNE 19-27
SPRING MILL FAIR . . . . JULY 10-18
KIMBERTON FAIR . . . . JULY 24-AUG. 1
FLOURTOWN FAIR . . . . AUG. 7-15
NO PUNKS WANTED
Write S. M. GLASS, Secy., Conshohocken, Pa., R. D. 2
Tri-County Fair Association of Eastern Pennsylvania

WANTED
SHOWS—CONCESSIONS—FREE ACTS
Goodings Rides Booked
SEPTEMBER 15-19
FREE FALL FAIR—HARTFORD CITY, IND.
JIM WILLMAN, Pres. ROSS DAUGHERTY, Secy.

WANTED FOR VARIETY CLUB'S 5th ANNUAL BANQUET
Freaks, Side Show People or Complete Museum. One night only, Sunday, April 19, Deshler Hotel. Quality attractions only. Send complete qualifications, photo (which will be returned) and lowest salary. Working time 7 to 8 p.m. Address
ROBERT NELSON, 198 S. Third St., Columbus, O.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Making a Fair Pay Out

Without the Aid of Public Appropriations

By W. A. Linklater

EVERY business, if it is successful, has adapted itself to serving its community and patrons in a satisfactory manner. Its success is proof of this, and fairs are no exception to this rule. Like any other business, a fair to prosper must have satisfied patrons, exhibitors and concessioners because it is fundamentally a co-operative enterprise requiring for success the efforts, good will and support of thousands of individuals. This means that all of these elements that have a part in the fair must feel repaid for their contribution, whatever it may have been. Favorable accommodations for exhibits and competent judging are as important to exhibitors as prize money. Concessioners must have a chance to make money sufficient to pay them for their outlay and efforts and, in addition, fair treatment, if they in turn are expected to treat visitors honestly and courteously. The patron who provides the "sinews of war" must feel repaid in enjoyment and entertainment for his expenditure of money and time and leave the fair a booster, if he is to be a real asset. When all of these elements pull together for a fair, it must and will be a success.

Fairs need not and should not be all cut to one pattern. The type of agriculture and industry and the proportion of urban and farm population peculiar to the home territory of the fair should govern its development. The management of each has ample opportunity for individuality and initiative.

Present-day fairs may be considered as the modern development of the early trade fairs and market days of Europe and Asia. One of their most important functions is in this field. A wide variety of products can be successfully advertised and sold at fairs. The immediate and related sales of pure-bred stock, machinery and merchandise may total impressive figures and have a definite relation to the income of a fair.

W. A. Linklater

It is quite proper to stress the educational value of fairs, but the entertainment features are fundamental. Clean, high-class amusements, well presented, will draw attendance, if advertised. The combination of attractive, clean grounds, buildings and exhibits, good entertainment and courteous treatment will make boosters and repeaters out of visitors.

The fair editor of *The Billboard* has asked this writer to give a brief account of the development of a successful fair at Puyallup, a town of 6,000 people, in the State of Washington. This fair is somewhat unique in that it has been conducted and expanded without the aid of public appropriations. It has had to operate strictly "on its own." It is not the thought that the plans and policies of Western Washington Fair will be applicable to fairs in general, but rather that perhaps the story may be interesting and some parts of it useful to readers who are identified with fairs.

Some facts and figures must be given to provide a background and understanding of the plans and policies of the management of this institution. Agricultural products of Western Washington are largely marketed by producer-owned co-operative organizations. The first of these co-operatives was established in the Puyallup Valley 45 years ago to market berries, and the leaders in this berry-shipping association were the prime organizers in 1900 of the fair.

This fair association is and always has been a privately owned, non-dividend-paying institution. The corporation includes about 100 stockholders; total outstanding stock, 3,600 shares at par value $1. Twelve trustees, serving three-year terms, with a full-time salaried manager, conduct the business. This fair association pays taxes like any other business. It is out of debt, owns 55 acres of land, has reasonably adequate but cheap wooden buildings having a combined area of about eight acres, a grand stand seating 10,000 and total property rated by public appraiser at $300,000. Attendance in 1935 was 255,000 in seven days, the income $163,000 and the operating costs $114,500. This fair has been consistently operated at a profit except in 1933, when the weather man meted out four days of rain during fair week, resulting in a deficit of $3,500.

Sum of $105,000 of the 1935 income came from general admissions, grand stand and auto parking; $11,775 from space rentals, $42,500 from concessions and $3,850 from miscellaneous sources. Administrative and related expenses amounted to $17,000; maintenance and preparation of fair plant, $15,000; special fair-time employees, $13,500; prize money and department expenses, $23,000; amusements, $23,000; publicity, $15,000, and taxes and insurance, $8,000.

Puyallup, home town of this fair, is 10 miles from Tacoma, population 100,000; 35 miles from Seattle, population 400,000, and some 750,000 people live within a radius of 75 miles of the fairgrounds. The radius of attendance, however, extends over 150 miles. At least half of the annual visitors are residents of cities and towns and this fact is fully recognized in organizing the exhibits and entertainment features.

The Setup

Grounds and Buildings: The grounds are small, really overcrowded by 56,000 people who attended on one day the past season. Most of the buildings are connected, so that visitors can move about comfortably even in rainy weather. All buildings, except barns, have concrete floors, and all are whitewashed inside and out, annually if necessary, and trimmed in red. Well-kept lawns and flower beds occupy all available open space, including the field inside the third-mile track. All walks, including the aisleways in the barns, are covered with bright fir shavings, with fresh applications every night. Everything is as fresh and clean-looking the last morning as on the first morning of fair week. Bright straw for bedding is furnished free for all live stock, including race horses.

W. A. Linklater, president and manager of Western Washington Fair, Puyallup, who has made a notable success of that annual district event, spent the first 23 years of his professional life in agricultural college work.

He was dean of agriculture and professor of animal husbandry at the A. & M. College, Stillwater, Okla., in 1908-'13, and served as superintendent of the Western Washington Experiment Station, Puyallup, in 1913-'26. Since 1926 he has given his full time to the management of the fair in Puyallup, working up extensive exhibits, developing a creditable amusement zone and laying out a successful financial policy.

There is no excuse and none is accepted for not keeping the airy, white barns clean and bright. Extra men are hired to assist in having this done. Fair trucks begin hauling litter from the barns at 5 a.m. and must be finished by 9 a.m., when the outside gates are shut for the day against all auto and truck traffic. It is just as pleasant for visitors to go thru the barns as thru any of the other departments of the fair and, as a consequence, they do go there.

Departments: This fair embraces all of the usual departments, including the best art exhibit in the Pacific Northwest, an outstanding flower show, wild game and fish display and juniors' hobby fair, the whole of sufficient range and variety to offer many things of interest to old and young, whether from city or farm.

Carnival - Fairway: As the fair opens the third Monday in September, rides and concessions from parks are available. Many permanent rides have been installed by concessioners, including Roller Coaster, Old Mill, Tumble Bug, also Fun House, Red Bug and Skooter, but portable rides and shows are also contracted. All games and similar concessions are in buildings erected by the concessioners. The basic rate charged is 30 per cent of the gross. Miscellaneous concessions, such as peanuts, pop corn, drinks, etc., pay 30 to 40 per cent, restaurants from 15 to 20 per cent. The Fairway has been entirely satisfactory to the management, concessioners and the public. It is highly popular and profitable.

Public and Concessioners: The rights, convenience and comfort of the public are considered paramount. All concessioners must keep within the booths assigned to them. Sellers of balloons and novelties and similar salesmen cannot set their stands in the aisleways to obstruct the movement of fair visitors.

So far as possible, exclusive concessions are contracted. This fixes responsibility and reduces complaints and annoying rivalries. The interest of the concessioner is conserved by limiting the number of concessions. Such legitimate businesses are given co-operation and protection. The off-color operator is considered a liability and an effort is made to exclude him.

Amusements: The location of this fair, distant from major amusement centers and in a district without a well-organized fair circuit, has made it necessary to utilize and develop local entertainment features but of professional caliber, such as log-rolling and other woodsmen contests and Indian parades, dances and shows. At least 50 per cent of the grand-stand events feature horses because they are popular and also because they can be put on in the rain. The fair advertises "rain or shine" and has not canceled a program in 10 years. Running horse races, using officials from standard tracks, but without pari-mutuel betting, altho legal, are featured afternoon and night. Naval or military drills and exhibitions are always included. A group of high-class circus or free acts is interspersed, the whole giving a three-hour afternoon and a two-and-a-half-hour night fast-moving, diversified entertainment, supported and carried along by a competent show band.

Publicity

This fair spends about 10 per cent of its gross income on advertising and uses all standard mediums—billboards, newspapers, a half-dozen radio stations, tire covers, counter-cards, etc. In this connection competent publicity men who can produce stories that newspapers will print are always worth what they cost.

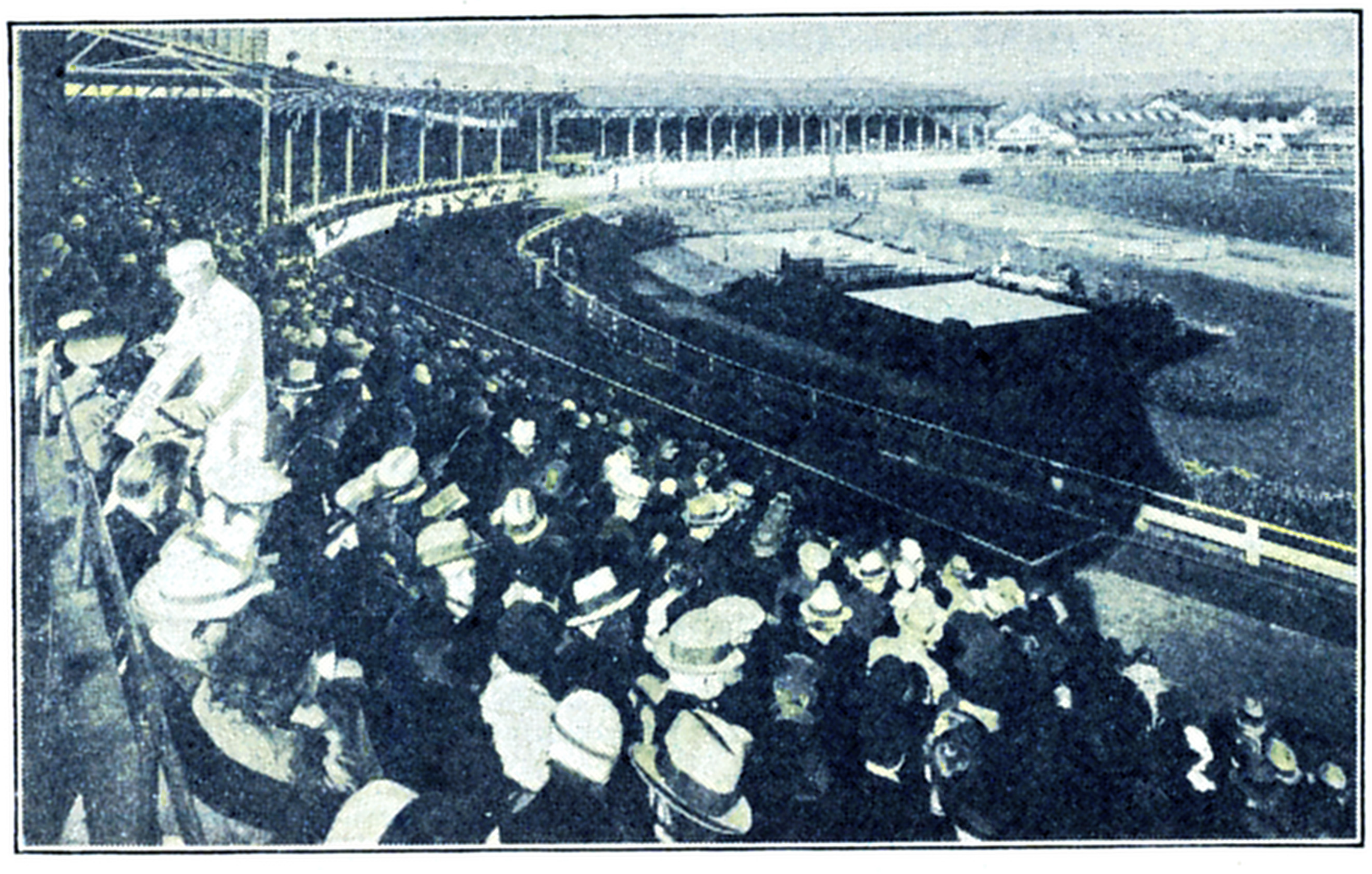
Advance ticket sales have an important advertising-publicity value. They are sold for two weeks immediately preceding opening of the fair and thruout the "trade" territory. Six 25-cent coupons, exchangeable for car parking, admission and grand stand, are sold for $1. Thirty-three thousand dollars' worth were sold in 1935 and 98 per cent were redeemed. For 20 years general admission has been 50 cents; grand stand, 50 cents, and 75 cents for reserved seats.

Representatives of local service clubs visit other clubs in the interest of the fair for a radius of 50 to 75 miles. The majority of neighboring cities and towns declare holidays and send caravans to the fair. This indicates general good will and co-operation. Tacoma and Seattle compete annually for an attendance prize based on total paid admissions on Tacoma Day and on Seattle Day. In addition there are other community attendance contests.

Passes

Weekly passes are issued to employees, exhibitors and concessioners

(See MAKING A FAIR on page 72)


THEY LIKE THEIR grand-stand attractions at the Western Washington Fair, Puyallup.

NEWS NOTES

CALIFORNIA PACIFIC
International Exposition
SAN DIEGO

By **FELIX BLEY.** Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Barnes Show Has Sellouts

Circus turns 'em away as three-day feature—better gate changes exhib hours

SAN DIEGO, April 4.—Thousands of visitors poured into the exposition grounds last week on Friday, Saturday and Sunday before and after performances of the Al G. Barnes Circus, the feature attraction during the three days, Launched with a gala premiere Friday night with a full house, the circus played to packed shows, with thousands being turned away from every performance because all seats were sold.

Gates at the exposition opened at 10 a. m. on Saturday and an hour later streets were lined with men, women and children awaiting the colorful parade, first circus parade seen in San Diego in 14 years. When circus opened at 1 o'clock, they were besieged by a clamoring army of buyers. Half an hour later the "sold out" sign was hung up, and the cashiers closed their wickets. While most of these people expressed keen disappointment at being unable to get into the matinee performance, the majority of them turned back into the exposition grounds, attending the evening performance. Reservations, meanwhile, were pouring in for the night and Sunday performances. Manager S. L. Cronin and other oldtimers with the show declared it one of the greatest attendance records in the history of the circus.

Following the circus performances, the throngs entered the exposition fun zone to take part in many gala events and special parties celebrated at various places on the grounds. It was a record-breaking attendance this year at the exposition on the fun zone, palisades area and plazas and one of the biggest Saturday turnouts of visitors since the exposition opened. It was a signal success and a brilliant augury of the many big attractions being planned for the exposition during the season by General Manager Wayne W. Dailard.

Pageant Is Colorful

Special events over last week-end included Escondido Day, National Crime Prevention Day, Southern Counties' Social Workers' Day and Children's Day. Children's events included harmonica contests and a kid champion barker contest. First place and a gold trophy were won by Harry Loggans, who gave a sales talk of talkers at the Midget Circus, Strange As It Seems and Fanchon & Marco Revue. He was selected by the judges, Johnnie Meyers, talker for the Midget Circus; Whitie Woods, Zoro Gardens, and Al Humke, Days of '49.

A colorful pageant, *A Night In Old Mexico,* was presented at the Organ amphitheater. Jose Arias and his troubadours took part in the performance and led a gay parade of costumed youngsters. Merkley Musical Maids gave a program of song and dance and in the evening the Ter Hoggens presented an hour's dancing in the House of Hospitality auditorium, U. S. Marine Band playing a concert and retreat ceremony, with a concert by the Marimba Band in the patio of the Palace of Transportation.

Friday's features included a series of spectacular musical programs dedicated in honor of NBC-KFSD Day. Don Pedro and his orchestra played for 15 minutes over NBC network, with public address system reproducing the music. Highlight of the day was Dorothy Lamour, radio star, presenting a 15-minutes program from the exposition radio studios which was broadcast nationally over NBC. Miss Lamour was queen of NBC-KFSD Day and also reigned as queen of Al G. Barnes Circus Day, presiding at the gala society night premiere showing. Fred Waring and his Pennsylvanians presented a half-hour program over NBC.

Bank Night a Feature

More than 10,000 WPA, PWA and SERA workers and families were guests of the exposition last Wednesday on WPA-Federal Music Project Day. Members of relief groups were admitted on their registration cards. Entertainment by musical organizations included the Federal Civic Band under direction of L. F. Stoddard and Federal Civic Concert Orchestra and Federal Civic Negro Dance Band.

A program of Yugoslav music and entertainment was feature of a reception Sunday afternoon at the Yugaslav Dom in the House of Pacific Relations. Entertainment was by Antoinetty and Dorothy Petrasich. Guest of honor was Frank Drugan, executive secretary of the exposition and director of the House of Pacific Relations.

A new feature, Exposition Bank Night, will be introduced every Thursday night. Duplicate tickets will be given at gates, and winning ticket holder will be given an award of $500.

Fred Heitfeld, emsee in the events department, resigned and left for Dallas, where he has been offered a post in the ticket sales and promotional department of Texas Centennial Exposition. Harold Hodge, the last two years director of the radio department of Fox West Coast theaters, is new head of the special events department. Jack Wright began duties in charge of the United States Department of Labor exhibit in the Federal Building. He was appointed to serve for the duration of the exposition by Francis Perkins, secretary of Labor.

Increasing attendance has resulted in a change of schedules for all exhibit places on the grounds. Beginning immediately, all buildings will open at 11 a.m. and close at 9 p.m., adding two hours to the daily schedule. These hours do not affect the amusement area or cafes and restaurants, which will remain open until midnight on week nights except Saturday, when they remain open two hours later.

Dicker for Musicals

Globe Theater Players gave their first public performance of *The Merry Wives of Windsor* on April 1, with Carl Benton Reid in the role of Falstaff. Other bills in the week's schedule: *As You Like It, The Taming of the Shrew, Macbeth, The Comedy of Errors* and *A Winter's Tale.*

General Manager Dailard announced

(See BARNES SHOW on page 98)

STRATOSPHERE MAN
See Photo on Inside Front Cover Showing
DIZZY HEIGHTS OF THIS ACT.
Address care of The Billboard, Cincinnati, O.

WANTED CARNIVAL
June 29 to July 4, Inclusive.
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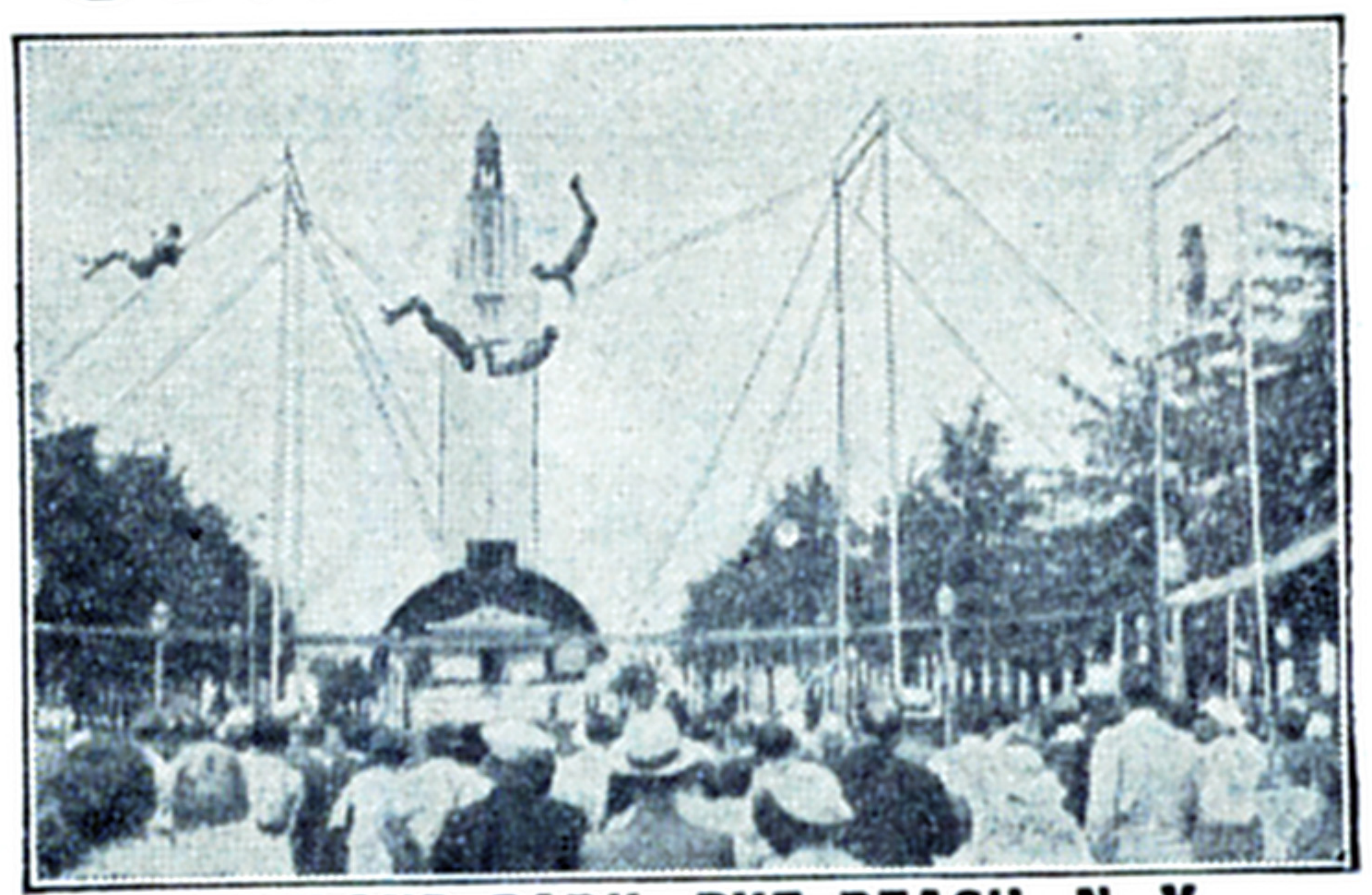

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YOU TAKE ALL ON SHOWS AND RIDES. Concessions VERY REASONABLE.
R. C. HENDREN, Chairman, Hamilton, Mo.

Wanted-Carnival-Rodeo
FREE ACTS—SHOWS. 6th Annual "Days of 49," August 18, 19 and 20. Mile Long Parade Each Morning. Large Crowds—Guaranteed. Write SECRETARY, Hanover Business Men's Club, Hanover, Kan.

Stale Methods Of Exhibiting

By A. B. DAVIS

Manager of Panhandle South Plains Fair Association, Lubbock, Tex., talked on this subject before the Texas Association of Fairs' convention in Dallas and below are extracts from his address:

I take it for granted that most fair secretary-managers admit, realize, understand and know that our present methods of exhibiting are stale; that we need new ideas for ways, means and methods of exhibiting; that our fairs are going backwards in interest, value or service, and attendance or income; and going backwards more rapidly from now on than they have been in the past, unless we do adopt new methods.

At least, that is my very deliberate judgment and the testimony of a lot of secretary-managers I have talked with and written to. Some of their expressions are:

"People are getting tired of seeing the same products displayed in the same way year after year."

"We must have new and novel ways of presenting exhibits or suffer a tremendous loss in attendance."

"We must keep up with the times and make changes accordingly."

"Most people know in advance what they are going to see in the agricultural exhibits. As a result only a very small percentage take the time even to go to the agricultural buildings. We are going to lose attendance if we don't change."

"We must get away from the uniform and standard exhibits. We have had too much of the same thing over and over. When a person has looked at one booth he has seen the whole show."

"We are worse than the railroads of the country. We haven't changed our types and styles of exhibits in 20 years. 'Experts' draw all the premium money."

"Must Vary the Acts"

I could give dozens of other quotations from secretaries and managers, agricultural workers, farm magazine editors and from hundreds of fair patrons.

It seems that we all realize that our setup is wrong, that something must be done about it or we are going to suffer tremendously. But we are not doing anything about it, either because we don't know what to do, or perhaps a more logical reason is because a lot of us are trying to serve in dual or more capacities—as secretary of a fair and of a chamber of commerce and perhaps many more jobs or taskmasters.

But we are facing a serious problem, perhaps more serious than some of us may realize, and we had better begin to do something about it.

We have still got the same old three-ring circus, but we had better paint up the front and change the name and vary the acts a little or we are going to wake up one of these days to the fact that our fairs have failed. The large number of fairs that have fallen by the wayside, that have gone out of existence year by year should convince us that old age and death may be creeping up on us. That is the "fear psychology" and it behooves us to think very seriously from that angle.

New Ideas Demanded

But we should also consider the wonderful opportunity that we have of making our fairs of more real value to more people; of assuring their future success and continuance, and of getting more money as a result to help us do a worth-while job in a worth-while way. The situation ought to make us stop, think and act.

I am tremendously interested in more and better fairs all over the county, because the more and better fairs there are, the bigger and better fair I can have. I can get better exhibits, attractions and concessions and a better carnival, the more and better fairs there are over the country. The big thing necessary is for us to attempt to solve this problem and better the situation by adopting new methods, ways and means of exhibiting.

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4TH OF JULY WEEK, MAIN STREET, FLORENCE, KAN.,
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Good, clean Carnival to play Rockport, Mo., June 29 to July 4, inclusive. Give details in first letter, the amount of Rides, Shows and Concessions. American Legion 4th of July Celebration. Large crowds assured. Write O. A. LOOMIS, Rockport, Mo.

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Or Shows and Rides, July 4 and 5 Celebration,
KOSSUTH COUNTY FAIR, ALGONA, IA.
E. L. VINCENT, Secretary.

DOUGLAS COUNTY FAIR
ALEXANDRIA, MINN., AUGUST 27-28-29.
Booking Concessions and Shows independently. Lively Fair. Big patronage. Write R. S. THORNTON, Secretary, Alexandria, Minn.

WANTED Concessions for big celebration, July 4th. 30,000 attendance last year,
CHAS. M. STORER, Hillsdale, Mich.

WANTED
Rides, Concessions, Shows. American Legion Celebration, July 4 and 5, Platteville, Wis. Write S. R. MUSSEHL.

WANTED
Girls, Clowns, High Diver. Write RED BRADY & JOAN, 1316 S. 60th Ct., Cicero, Ill.

Fair Elections

FRANKLIN, Ky.—Simpson County Fair Association elected Judge J. W. James, president; T. L. Neeley, treasurer; Cyril D. Duncan, secretary-manager.

WARTRACE, Tenn.—Wartrace Fair Association re-elected T. Lynn Davis, president; W. A. Hoyle, vice-president; J. P. Bramblette, secretary-treasurer.

McMINNVILLE, Tenn.—Warren County Fair Association, which has named a special committee to supervise rebuilding of the grand stand damaged by storm, re-elected E. W. Walling, president. Other officers are J. D. Elkins, Billoat Brown, vice-presidents; John W. Nelms, secretary; H. S. Walling, treasurer.

ESSEX JUNCTION, Vt.—C. H. Mower was re-elected manager of Champlain Valley Exposition. President Paul D. Raine named these committees: Executive, Paul Raine, H. A. Thompson, H. I. Stanhope, Dr. J. A. Rust, H. J. Mercure, Clark E. Brigham; entertainment, H. I. Stanhope, H. J. Mercure, J. S. Grow, C. E. Brigham, P. D. Raine; budget, Thompson, H. H. Drury, Grow; grounds, Drury, Mercure, E. M. Hoag; advertising, Thompson, Drury, Dan M. Johnson; advance sale, Grow, Brigham, Dr. Rust; exhibits, Drury, Mercure, B. C. Hawley; racing, Frank Pine, R. C. Miles, Dr. Rust.

WEST POINT, Miss. — Clay County Fair Association re-elected Secretary-Manager John Crawford Jr., and named T. E. Douglas, president; Sam Dexter, vice-president; J. T. Ruble, recording secretary.

HAZLEHURST, Miss.—Copiah County Fair Association voted to increase premiums and elected C. A. Roper, chairman; G. L. Hales, general chairman; J. V. Long, secretary-manager; Elise Thomas, home demonstrating; R. S. Hill, prizes; J. L. Watson, premiums; J. D. Wise, advertising; William A. Long, publicity.

LUDINGTON, Mich. — Mason County Fair Association elected A. E. Houk, president; T. H. Fisher, E. M. Briggs, vice-presidents; Fred O. Lagesen, secretary; Fred Schoenherr, treasurer, and 25 directors.

ANN ARBOR, Mich. — Washtenaw County Fair Society elected F. W. McLane, president; C. D. Finkbeiner, George Cooper, vice-presidents; R. H. Alber, secretary; B. E. Pryer, treasurer.

OIL CITY, La.—Officers of Caddo Parish Fair Association, which selected Oil City as site for the 1936 annual, elected George W. Thacker, Oil City, president; Earl Williamson, last year's president, vice-president; Mrs. Pugh Wilkinson, secretary-treasurer, manager, re-elected.

VANCOUVER, B. C.—Cyril Roberts, Sardis, was elected resident of Chilliwack Agricultural Association at the annual meeting and dinner in Chilliwack, succeeding Guy Curwen, president for three years. Directors elected are T. P. Knight, Arthur Menzies, A. F. MacDonald, R. L. Ramsay, F. A. Matheson, Guy Vurwen, C. A. Barber, Lorne Malcolm, Mrs. George Maurer, Mrs. Arthur Graham, W. S. Preston, W. N. Crankshaw, W. S. Annis, J. J. Andrews, H. W. German, H. G. FitzHerbert, Ian Hepburn, Count A. F. Van Rechteren, Miss Ruth McKenzie, Mrs. Ed Chadsey. Statement showed a balance of $1,151.

Fair Grounds

KINGSTON, R. I.—A. N. Peckham has been made general manager of Kingston Fair by Washington County Agricultural Society to stage the 1935 fair. Annual is more than 65 years old and recently members of the society paid off all indebtedness, so that the year could be started with a clean slate.

OIL CITY, La.—Caddo Parish Fair Association directors have selected Oil City as site for 1936 fair. Treasurer's report showed the association has more funds on hand than in 1935. Association declined to accept a resignation of R. T. Douglas as director.

CLARKSDALE, Miss.—Exchange Club, Cleveland, Miss., has joined with Bolivar County board of supervisors in plans for a Delta-wide Centennial to be held in Cleveland, possibly in July. Numerous other North Mississippi counties have signified that they will join in a celebration. A Bolivar County Fair, first in many years, is expected to be tied in.

SAN DIEGO, Calif.—Liberal cash awards to attract exhibitors to the 22d Agricultural District Fair in Del Mar in October are contemplated by a premium committee of Directors Fred W. Mitchell, Frank G. Forward and Robert Graham. Elaborate displays of every product in San Diego County are being collected, said President Franks, of the district association.

FREMONT, O.—Auto racing will be held at the 1936 Sandusky County Fair here for the first time in many years, said Secretary Russell S. Hull.

ANN ARBOR, Mich.—Directors of Washtenaw County Fair Society announced a free fair here in September, the change having been considered for some time. A free fair has never been tried here, but directors are impressed with success of Ionia, Mich. free fair.

LEWISTON, Me.—Fifty horses are already in spring training quarters on Maine State Fairgrounds here and applications for barn space come daily. Jimmy Jordan, Illinois reinsman, is latest arrival. Indications are that Maine will have the greatest season of harness racing in its history, and fair secretaries are highly optimistic that 1936 will amply replenish coffers.

HARLINGEN, Tex. — Pending further study of financing the project, action on recommendations for improvement of buildings in Fair Park was deferred by directors of the Chamber of Commerce and Mayor Sam Botts and D. E. Ewing were named to study condition of buildings in the park and report.

Jackson, Miss., Enlarging

JACKSON, Miss., April 4.—Thru WPA many basic improvements are under way on Mississippi State Fair grounds. One of the greatest changes is enlargement and modernizing of the midway, being constructed in the form of a loop with a much wider street, Mayor Walter Scott pointed out. All buildings are being enlarged and renovated, drinking fountains installed, parking grounds enlarged and electric lighting modernized.

GREAT CALVERT will have a partner this season, Miss Calveretta, making a two-people aerial wire act, and opening early in May under the George Hamid banner. Doing back drops and swinging toe-hangs on flying trapeze, she will work without a net or mechanical device, he says.

PRICE RISE——

(Continued from page 52)

have the appearance of being a matter of natural course," he added.

"The park manager who has followed this method of price cutting has nothing to fear from the future. I believe the majority have had the foresight to visualize the future when prices were cut on special days."

President Baker frowns on the practice of cutting prices on standard 15-cent and 10-cent rides to 5 cents and even 3 cents.

"I have never approved of this and believe it will require considerable tact and diplomacy to overcome," he declared. "In the first place, it was done to get more people into our parks. We all know, from past experiences, that a crowd will spend more money per capita than just a few stragglers. Unfortunately, we have educated that crowd to believe we can operate with profit at a smaller price of admission. The fact that we have survived is evidence in itself. The public is quick to discern that the return of good times will bring larger crowds into our parks; larger crowds will increase earnings, so why the increase in prices? The public does not know of the struggles and hardships you have suffered to survive."

When Public Won't Argue

Don't be too quick to raise prices to old levels, Mr. Baker warns, figuring that it is better to operate another year at depression prices to increased attendance.

"That in itself will bring additional receipts. Then, when the opportunity presents itself wherein you can renovate your park or paint it or change some setup on a ride, then and only then will the time be logical to increase. It may even be necessary, in extreme cases, to advertise a new or rebuilt park in order convincingly to give a reason for the return to higher prices," he said.

"One thing is certain. When Mr. John Q. Public once again earns a decent pay, he is going to become amusement-minded. He's going to revisit our parks. He's going to spend money without arguing over prices."

GRAVATT READIES——

(Continued from page 52)

more to be signed within a week. The president also revealed that he has signed the greatest array of orchestras ever to appear in the resort for the ballroom, which will be redecorated. At ocean end last season was erected a model bungalow, complete with garage. Mr. Gravatt plans to double it this year and work has already started on a two-story model home planned by Architect William F. B. Koelle, Philadelphia.

New Submarine Deck

One of the greatest changes will be the submarine deck, under the main deck of the pier and extending out almost into the ocean; 3,500 feet will be added to include a big array of mechanical shows, including Capt. Thompson's new deep sea exhibit, with a killer whale; North Pole exhibit, Jungle show, new haunted castle and several other attraction not yet entirely set.

On the upper deck the Jarret war exhibit, which has been removed, will be replaced with a historical exhibit and a special collection of hats of all nations. Three theaters will be run on the pier, with special shows for children in an additional theater and grand opera over week-ends.

A flower garden will be planted on one side of the pier with a fountain and tropical fish, where all kinds of tropical plants will grow over the rolling waves beneath. Several well known plant authorities are arranging this. Baby animal zoo will also be returned. Frank Elliott's Minstrels, with new faces and routines, will return to the Music Hall for the 37th year. Several stars are said to have been signed.

"I think show business in general will make a decided comeback this season, with plenty of work around. Theater and amusement managers should look ahead and see the silver lining, as it were," said President Gravatt. "Down here I expect a big season and I am preparing big, practically doubling everything I ever attempted before. I feel the country as a whole is decidedly on the up and we in the amusement business should keep in step."

LES CATTIERS, aerialists; Regnall and Carver, double fire dive, and radio names have been booked for Selinsgrove, (Pa.) Free Carnival and Night Fair in July, sponsored by D. H. and L. Fire Company.

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Cushman Shows for Fairs

LINCOLN, Neb., April 4—Wilbur Cushman's unit circuit has withdrawn from the Orpheum here for the vaude season, but his general representatives, Vince Markee, said the circuit intends to keep the shows intact as much as possible for fair dates thru summer and fall. Free acts and lines of girls will be added to the shows. Several Cushman time shows worked last fall thru Barnes-Carruthers.

Texas Data for Arkansas

LITTLE ROCK., Ark., April 4.—J. Gilbert Leigh, vice-chairman of Arkansas Centennial Commission, returning from Texas Centennial officials in Dallas, said Dallas is ready to turn over $300,000 worth of research work compiled by the Texas group for use of Arkansas officials, thru an interchange of research, publicity and other material between the states.

BEAT SCHEDULE——

(Continued from page 62)

that 1937 would be just another year and there would be no excuse for an additional run. All contracts are for the initial period only despite suggestions of a second edition.

Ground was broken on Wednesday for Byrd's *Little America* show, backed by Harold Byrd, Dallas oil man and first cousin of the admiral. George Black, business associate of the backer and member of several of Byrd's expeditions, is on the technical management end.

Visitors to the expo will find all buildings 10 or 12 degrees cooler than the outside and many spots will keep temperatures even lower. The expo is air-conditioning all buildings, and individual exhibit halls are planning the same way.

To Start Crime Show

David S. French, Chrysler executive in charge of that exhibit, is here and expects installation to start soon. Ford and General Motors people are on the lot, and the show is 100 per cent on schedule with many structures now ready for installations.

Guide book for the exposition, to be sold at 25 cents, is now in process of compilation. Clinton Bolton, of the exposition publicity department, is editor.

Harry Oliver, builder of San Diego's Gold Gulch, is to arrive soon to supervise construction of Stanley Graham's showboat music hall. Dufour and Rogers will start building the new big Warden Lawes Crime Show shortly and John Sirigo is readying for the Animal Stars of Hollywood act he will import. To date no deal has been concluded between the exposition and John H. McMahon for a Streets of Paris setup. He is in Chicago but will return shortly.

HIGH PREMIUMS——

(Continued from page 62)

the State. This made a total reduction in premiums over the preceding year of only $619.60. In 1935 30 fairs receiving State aid paid $13,345.38, for which they received from the State equal shares of $5,000. This meant that last year your premiums were increased over 1934 by $282.73.

"I think it is a wonderful record for Connecticut fairs to go thru the depression and, in spite of decreased State appropriations, continue to pay premiums on a par with those of better days. It certainly speaks well for your management and conclusively proves you have the interest of your communities at heart by offering premiums on a scale that will bring out the best in your community.

Question of Awards

"I am especially glad to know that this situation prevails in Connecticut due to the fact that I know of a situation in a near-by State where the interest of local fairs in the matter of premiums has reached the point where they are no longer jealous of their local individuality and independence and are willing to let the State shoulder practically all responsibility for furnishing premium money. I know that all of you want and most of you need all the help you can get from the State, but it is encouraging to know that you who are running the fairs of today have the same courage and backbone as those who organized the fairs and headed them toward their century mark of continuous service in Connecticut.

"It is perfectly proper to continue paying high premiums if you are making sufficient money, but the question you are bound to face sooner or later is whether it is possible or good business to maintain present premium scales. An analysis of your financial statements shows that the 30 fairs drawing State aid this past year showed a total net profit of only $129.57. In other words, after all obligations have been taken care of, including donations to specific organizations, your cash on hand was only slightly greater than at the end of 1934.

"The reports also show that those fairs which lost money are somewhat greater in number than those which made a profit. This last year, figured strictly from the cash on hand, shows that 16 fairs lost money, 12 made a substantial gain over 1934 and two donated all profits to Grange building funds with the result that the fair association never has any cash balance on hand. Consequently, while 16 fairs lost money, we can assume that the other 14 made a profit greater than the losses incurred by the first 16 fairs.

Consider Lean Years

"You fair officials realize that the financial success of your fairs depends to a large extent upon weather conditions and so are bound to have a certain amount of fluctuation in weather, which affects individual fairs. Those who made money this year may lose it next and likewise who lost money this year on account of poor weather conditions can be hopeful that the law of averages will give them a good break in 1936. With this condition repeating itself from year to year, it might be well for local fair associations to consider setting up modest reserve funds to take care of lean years.

"In the final analysis, the success of your fair depends upon whether the public is attending and benefiting from the exhibits for which you are offering large premiums. The only figures we have to guide us are those submitted in your financial statements and from these it would seem that the 16 fairs which have been operating each year since 1930 have not only been holding their own but, in fact, making slight gains in attendance.

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JOHN P. PETERSEN, 51 Park Ave., Franklin, Pa.

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NEWSPAPER HITS OPPOSITION

DefendsShowing At Florida City

Lake Worth Leader praises work of carnival to raise funds for victims of flood

LAKE WORTH, Fla., April 4.—Relative to opposition encountered by the Elks' committee and its local co-workers and the producers of the Elks' Festival held here last week, proceeds to go to the American Red Cross to aid relief of flood sufferers, for which an organized company, Metropolitan Shows, management of Sam Lawrence, furnished amusements, *The Lake Worth Leader* on Wednesday had a featured article on its front page.

The heading to the article was "Elks' Festival To Aid Flood Victims—Expect To Secure City Quota Fund Thru Carnival—Tonight Will Be 'Newsboys' Night' Grounds at Corner Lucerne and J; Rides Free—Picture Theater Man Is 'Having Fit' Over Carnival Attraction—Sparks Theater Doing Nothing Themselves To Aid Suffering, Would Stop All Others." The article follows:

"The Elks' Festival at the corner of

(See NEWSPAPER HITS on page 86)

Foster Bell Special Agent Strates Shows

CINCINNATI, April 4.—Foster Bell, of this city, was engaged this week to be special agent and probably also handle publicity with Strates Shows Corporation. He was wired by Manager James E. Strates to report at Portsmouth, Va., April 9 to take up his duties.

Winter of 1934-'35 Bell did press work with the Thurston (magician) show, also for a few weeks last fall, until the sudden illness of Thurston, after which Bell went with the Sally Rand road show. Early last season he was with the Johnny J. Jones Exposition and was formerly with various outdoor shows.

Winchell With Hotels Chain

TAMPA, Fla., April 4.—Frank Winchell recently resigned his position as press representative for Rubin & Cherry Exposition, with which he was employed several outdoor show seasons, to accept a year-round position as publicity director for the Florida-Collier Coast Hotels, with his headquarters at the Tampa Terrace Hotel in this city. During the past winter Winchell was engaged in publicity work for the hotel chain, a part of the time located at St. Petersburg.

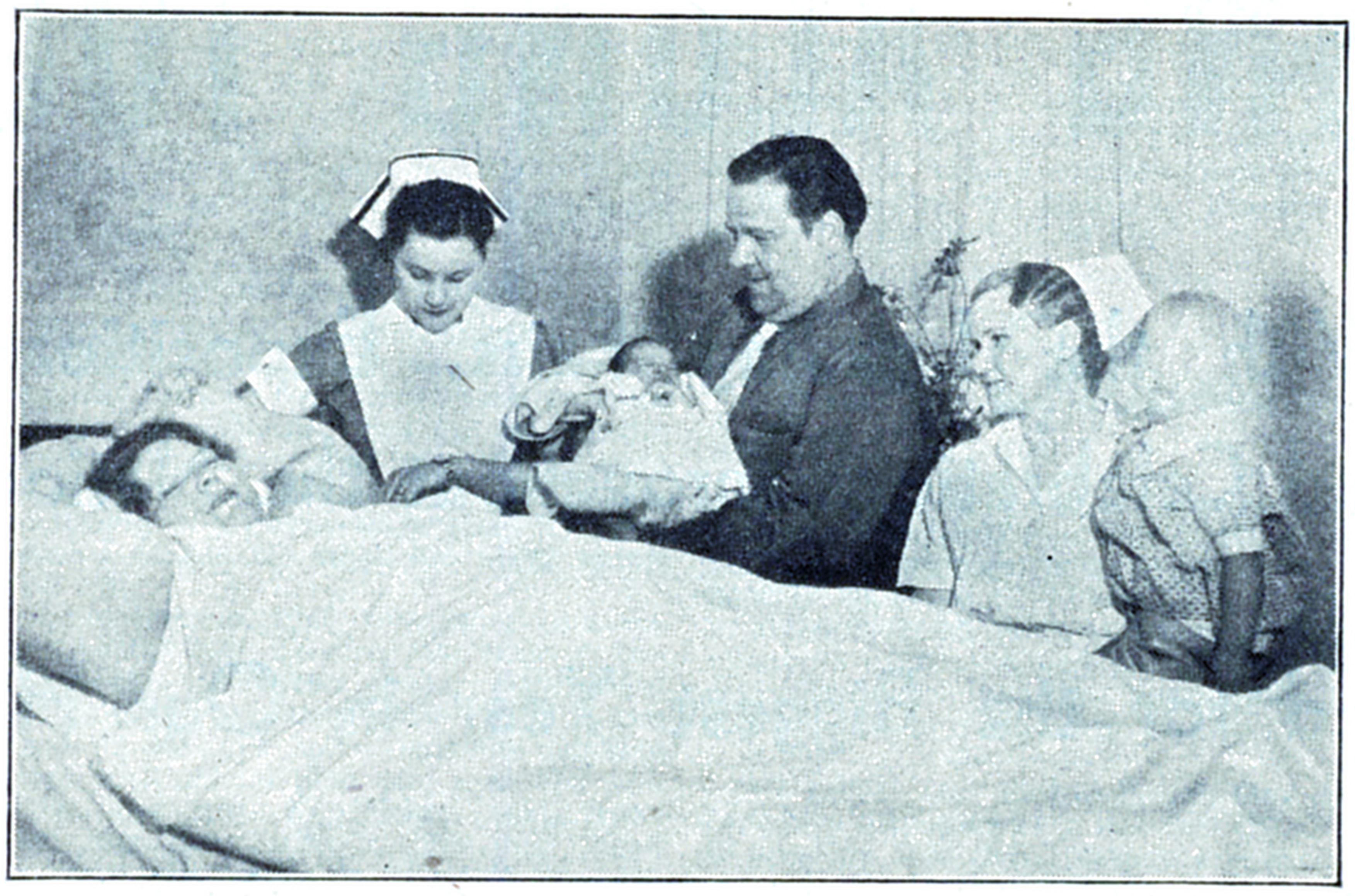
Hennies Bros. in Mississippi

MERIDIAN, Miss., April 4.—Hennies Bros.' Shows have contracted to play the 1936 fair here, Al H. Yeomans, general manager of the fair, announced this week. This is Hennies' first Mississippi appearance, and show will also play dates at Tupelo and Laurel, with Meridian sandwiched.

Carleton Collins to Marks

CINCINNATI, April 4.—A communication from Carleton Collins, well-known press representative, informs that he will be with Marks Shows this year as director of publicity and general assistant to John H. Marks. Collins plans to join the show at Richmond, Va., during its engagement there, but probably not in time to be at its opening on April 11.

RICHMOND, Mo., April 4.—Roy Goldstone, who owns and operates 25 concessions with Crowley's United Shows, which he transports on four motor trucks and one semi-trailer, has placed an order for new tents with the Fulton Bag and Cotton Mills. This will be Goldstone's fourth season to have concessions with Crowley's Shows.



'TWAS A "HAPPY BIRTHDAY" for Cliff Karns—Fat Show with United Shows of America. On his own natal day Mrs. Karns, the smiling little (?) woman abed, presented him with a fine girl, whom he is proudly holding in his arms. To the extreme right is Anna Lee, two-year-old daughter of Mr. and Mrs. Karns. Two nurses are also in the picture.

3 Shows Make Season's Bow

West Coast at Oakland, Calif.

LOS ANGELES, April 4.—According to information received here, the West Coast Amusement Company had a good opening engagement at Oakland, Calif., last week.

For transportation the show has three railroad baggage cars and 12 trucks and semi-trailers. There are 9 rides, 6 shows and 33 concessions.

Shows: Circus Side Show—Frank Forrest, manager; Lu Verne, in annex; Hal Williams, armless wonder; Human Heart Bruce; Dainty Marie, human corkscrew; Mitzie Fitts, iron-tongue girl; El Diablo, magician; an electrical setup and illusions; Eddie Siwert, talker; John Simpson and Al Katanzer, tickets. "Bare Facts of Life"—Presented by Frank Forrest, featuring Fifi (Rose Westlake); Wallace Reese in charge, assisted by Willie Spirus and Sally Keith; Curley La Rose on front. Crime Show—Charley White, manager; assisted by George Lewis. Girls of the Moulin Rouge—Jimmy Hurd, manager; the girls, Marion Roberts, Julie Wood, Alicia Akee, Gloria May O'Brien, Rozette D'Arcy, Elaine Moulineux; Ray Thorpe, Willie Terrell and Margaret Sellers, musicians; Joe Adge, front; John Deedus, ticket taker. Athletic Arena—A. D. Herman and Louis Andros in charge; Joe Webere, boxer; "Slay 'Em" Kincaid, "Judge" Lanos and Ade Turley, wrestlers; Mrs. A. Martin, tickets.

Rides: Ferris Wheel — Mrs. Harry

(See WEST COAST on page 85)

Wallace Bros.' Shows At Covington, Tenn.

MILAN, Tenn., April 4.—Wallace Bros.' Shows, playing here this week, had a profitable opening engagement at Covington, Tenn., altho some inclement weather was encountered, and many loads of sawdust were required to place the midway in favorable shape.

All rides and other paraphernalia were given a thoro overhauling and painting, and present a gala appearance. Staff: E. E. Farow, owner-manager; Jack Oliver, business manager; Margaret M. Miller, secretary; A. R. (Rube) Wadley, general agent; Charles Noel, special

(See WALLACE BROS.' on page 85)

Keyes Joyland at South Hill, Va.

SOUTH HILL, Va., April 4.—Keyes Joyland Shows started their season here Monday, the week's engagement under auspices of Fire Department, the location on Main street. The opening was originally scheduled for last Saturday, but Manager Keyes was delayed a couple of days because of a flood in Maryland, which did great damage to his home.

The midway has a free gate, and with mostly favorable weather, business has averaged fair.

Mike Zeigler recently arrived from his home in Pennsylvania with all his riding devices repainted and looking neat. All

(See KEYES JOYLAND on page 85)

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

1923

By STARR DeBELLE

HAWK EYE, N. C.
Week ended April 4, 1936.

Dear Charlie:

The greatest show publicity ever given a show wasted in this spot. Altho not an airplane in the entire county, a new municipal airport had been built. Thinking that it might attract planes passing overhead. Beside keeping the city modern.

General Agent Lem Trucklow contacted the airport promoters and convinced them that it should have a dedication day and the show to furnish the midway. When signing contracts he promised them every kind of a plane and flying device ever invented. All to be furnished by the show. Even left his imagination go so far as to promise them a flying army tank. Almost everyone being air and war minded at the time, made it an outstanding attraction. Our paper read, "The Greatest Invention of

(See BALLYHOO on page 86)

Sol Quarters A Busy Scene

Preparation of two organizations has been under way at Caruthersville, Mo.

CARUTHERSVILLE, Mo., April 4.—The winter quarters of Sol's Liberty Shows, at which the new organization, Imperial Shows, has also been under process of building and assembling, has been a scene of intense activity, especially the last few weeks.

The work is fast nearing completion, only the finishing touches to be applied.

Manager Sam Solomon is optimistic regarding this year's tour.

A show-letter of the Imperial Shows appears elsewhere in this issue. Sol's Liberty Shows are scheduled to leave here on April 8 for their opening engagement at Cape Girardeau, Mo., which starts April 11.

Mr. Solomon informed that all new show tents and other canvas was ordered for both units and quite a number of additional motor trucks for transportation has been purchased. The Imperial Shows will be partly motorized and part railroad.

Many of the booked attractions have arrived at winter quarters, others to join at the opening stands.

Allen With Gold Medal

EAST ST. LOUIS, Ill., April 4.—H. (Doc) Allen, who recently signed as general representative for Bloom's Gold Medal Shows, returned a few days ago to Manager Oscar Bloom's headquarters in St. Louis from a successful booking trip thru Illinois. While here Allen purchased from Charles Goss, of Standard Chevrolet Company, a 1936-model Chevrolet sedan.

Fred Sims Adds Ride

HAMILTON, Ont., April 4.—Fred W. Sims, owner-general manager Sims' Greater and United Shows of Canada Combined, has added another riding device to his equipment, a Tilt-a-Whirl.

The winter quarters of the show is a scene of activity, Frank W. Rome, manager, having the crew busily preparing equipment for opening on April 25 at Windsor.

Mr. and Mrs. Wright on Trip Thru Central States

CINCINNATI, April 4.—Mr. and Mrs. J. D. (Jack) Wright Jr. spent a few hours here early this week while on a trip to cities in the Central States.

The hustling veteran general agent and his competent special promotions co-worker—the missus—are back in the carnival field this season after being active last year in their own special-event promotions, in which they formerly occupied themselves for some consecutive years. They are looking forward to 1935 being a boom year for outdoor amusements.

Changes Opening Stand

OWENSBORO, Ky., April 4.—Kelley's Greater Shows have changed their opening stand from Evansville, Ind., to this city, the date remaining the same, April 11. J. Weaver has been appointed legal adjuster with the show.

PARIS, April 4.—The first important street fair of the Paris season opened recently along the Boulevards Pasteur, Garibaldi and Grenelle. At least 300 shows, rides and concessions spread out along the midway. Ideal weather opening week brought out big crowds.

PETERSBURG, Va., April 4.—Kaus Exposition Shows, Inc., maximum capital of $10,000, was recently chartered to operate expositions and shows. C. F. Lauterbach, of Petersburg, is president.

FRESHEN UP AND DOLL UP!

'36 Will Be A Perfect '36

EVANS' SUPER ATTRACTIONS

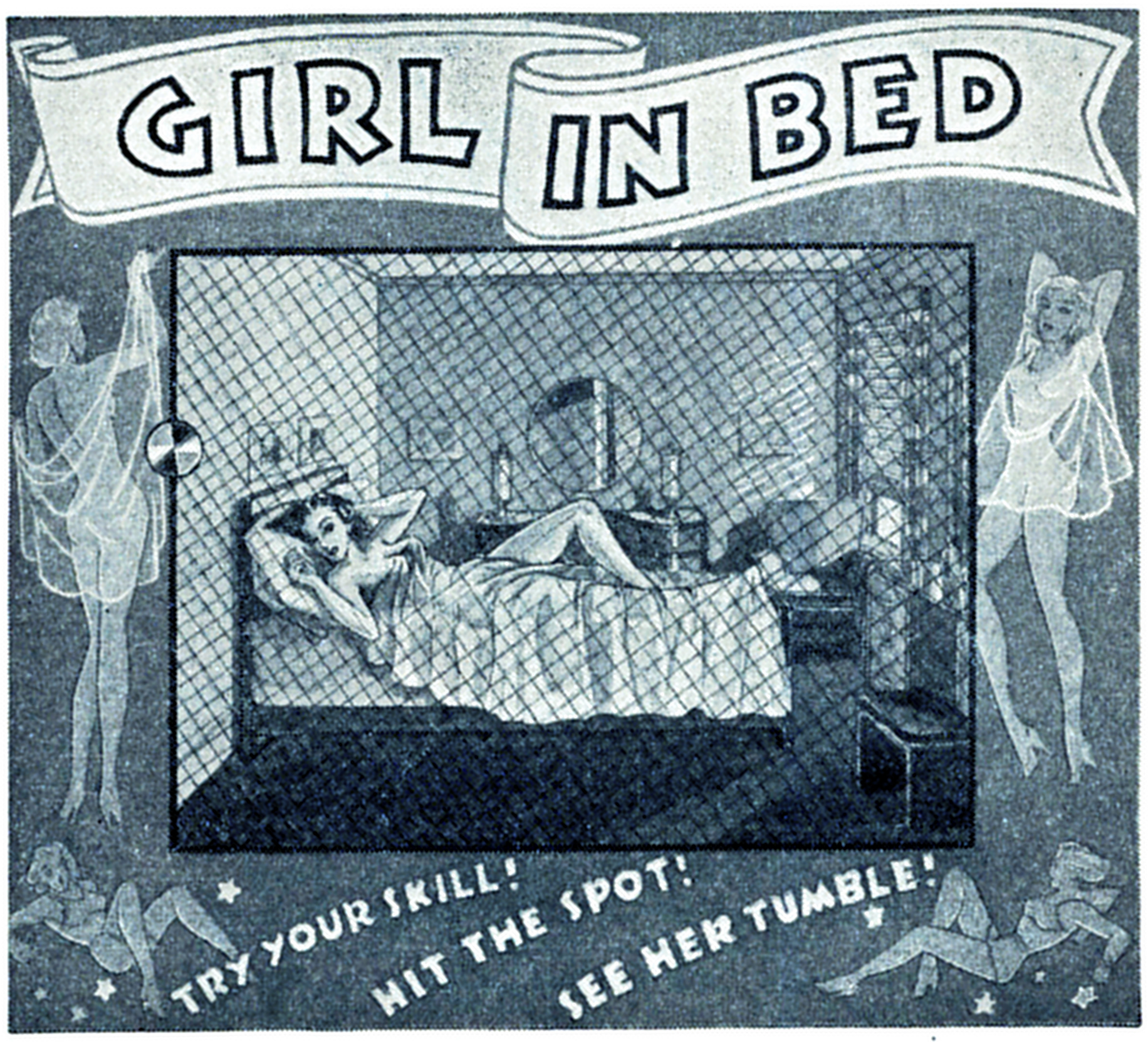
Now is the time to get all set for a banner year. Evans' sure-fire attractions will help make your concession THE live spot!

Don't guess! Don't take chances. Depend on this old reliable house for winners. Hurry! Hurry! boys. Sit right down and write for information and prices.

PARK AND CARNIVAL Equipment

FREE CATALOG

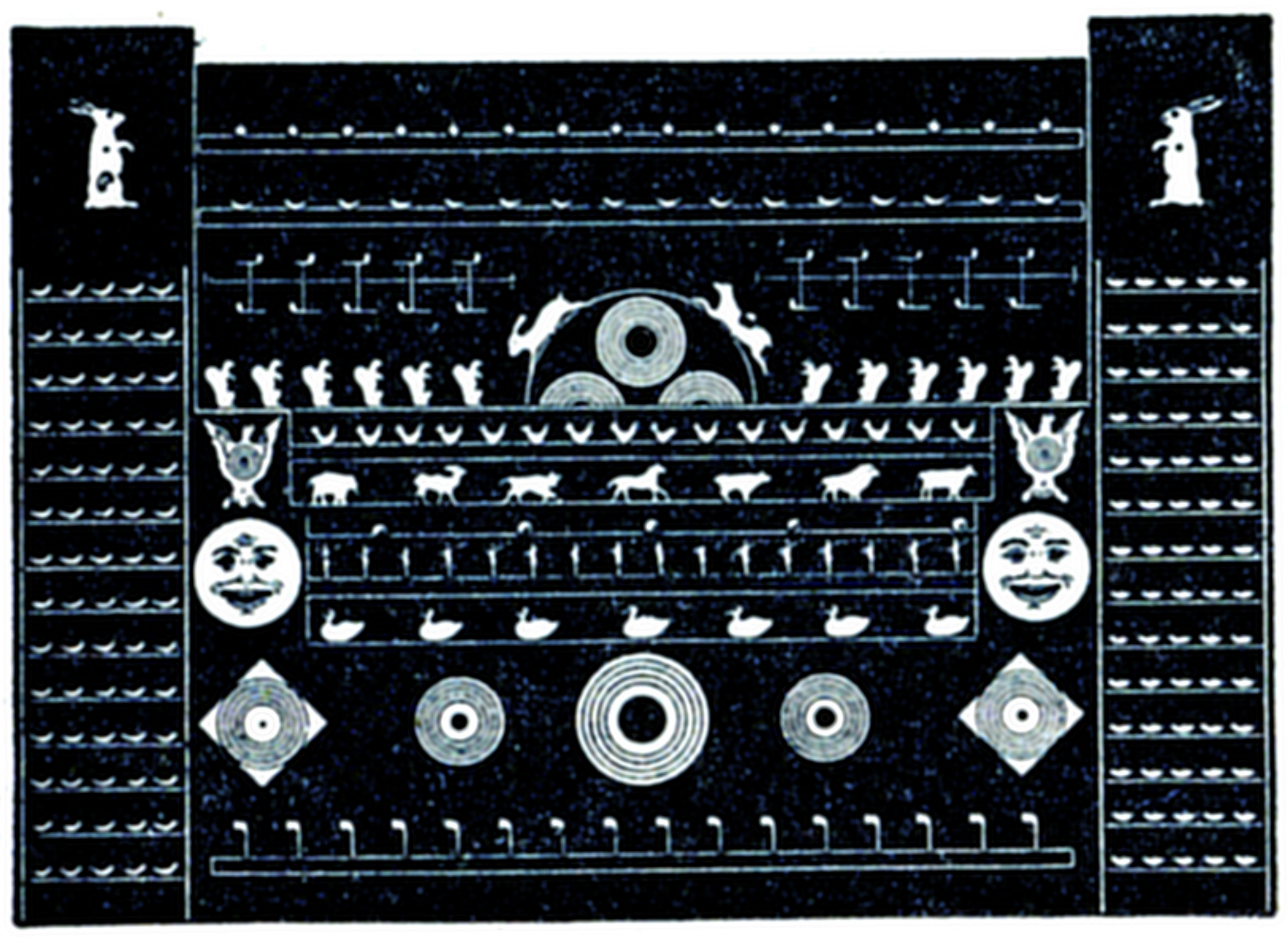
Evans' latest PARK and CARNIVAL Catalog contains a complete line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. C.s and Cases, Parts and Supplies—in fact everything for the Midway. This 80-page, fully illustrated catalog is yours for the asking. Write for it—today!


GIRL IN BED
TRY YOUR SKILL! HIT THE SPOT! SEE HER TUMBLE!

GIRL IN BED

Sensation of the Streets of Paris at the Chicago World's Fair

Step right up, boys, and toss the little girl right out of bed. Looks like a cinch . . . just hit the spot and see her tumble. Yes, sir; here's the attraction that packed 'em in at the Streets of Paris at the Chicago World's Fair and will be the big feature on the Midways. Don't let anyone else beat you to it. Write today for full details about GIRL IN BED, the most sensational attraction on the lot.



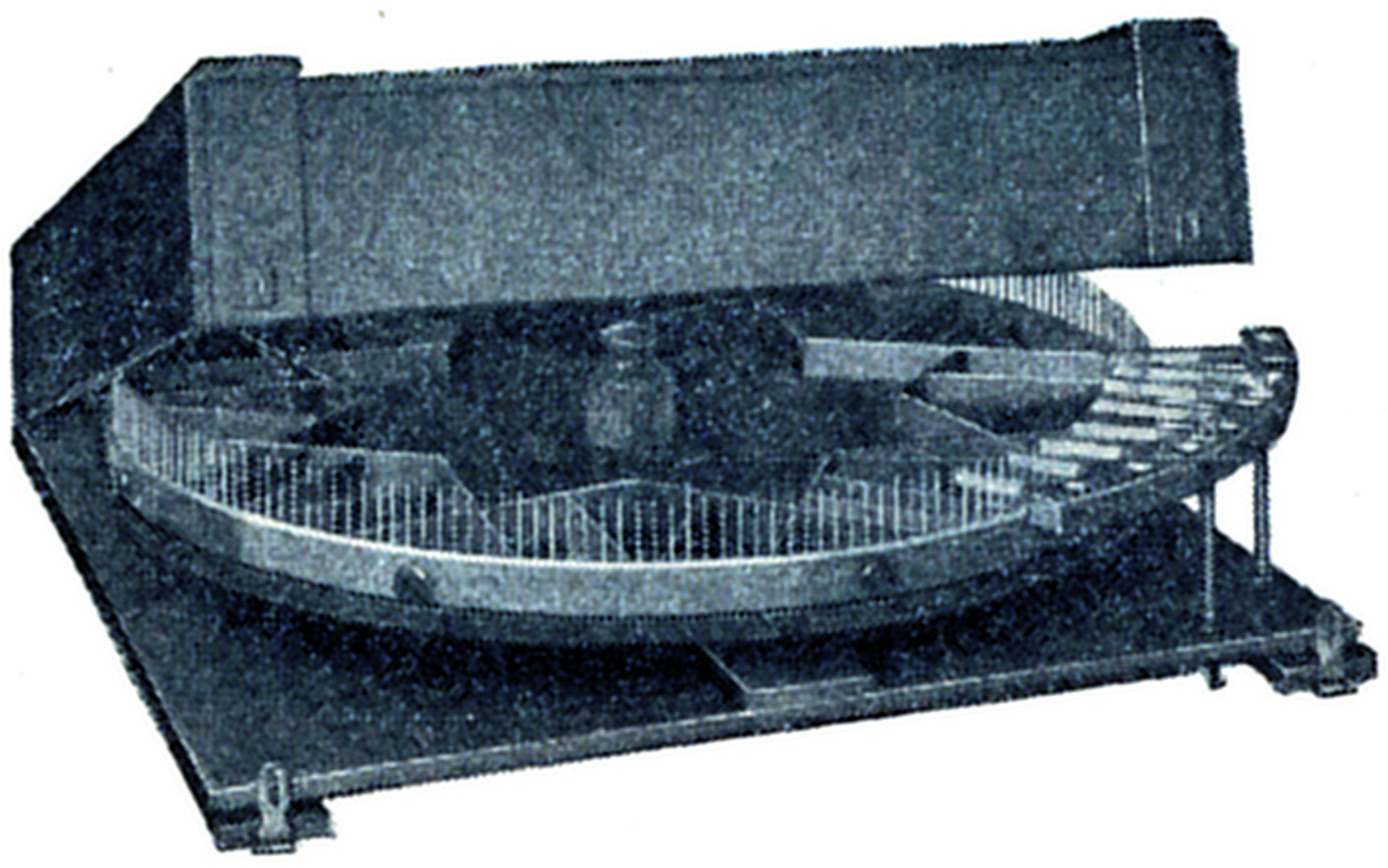
EVANS' SHOOTING GALLERY

Evans' Long Range Shooting Gallery is constructed of steel throughout. Thoroughly tested and inspected before shipment. Easily and quickly assembled. See catalog for complete line of Shooting Galleries, supplies and parts. Stock for immediate shipment.

EVANS' JITNEY ROLL - DOWN

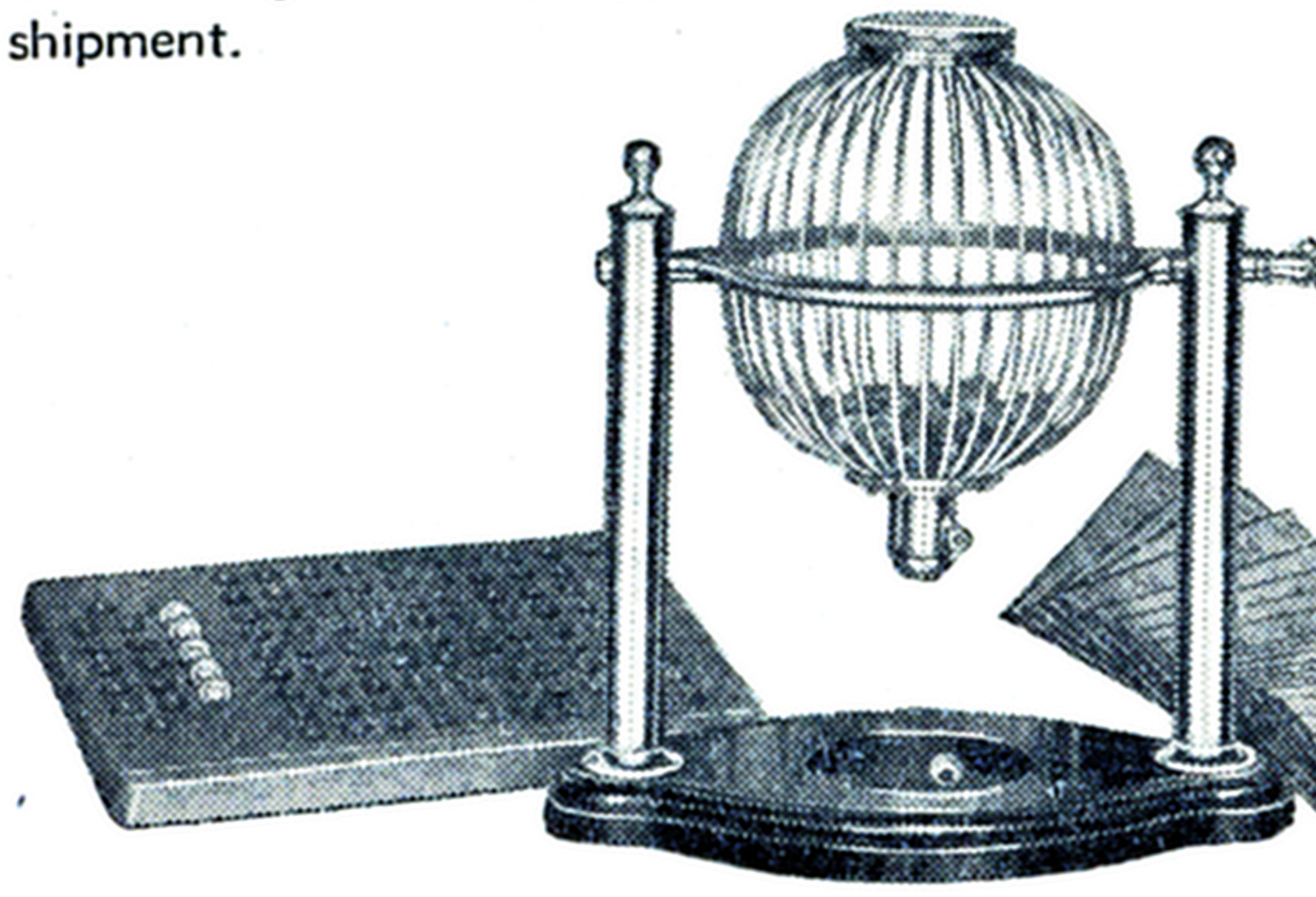
The English Coin Roll Down—the rage of Europe. New in America. Be the first to profit with Jitney. Ask for full information.

IF IT'S MADE BY EVANS YOU KNOW IT'S GOOD



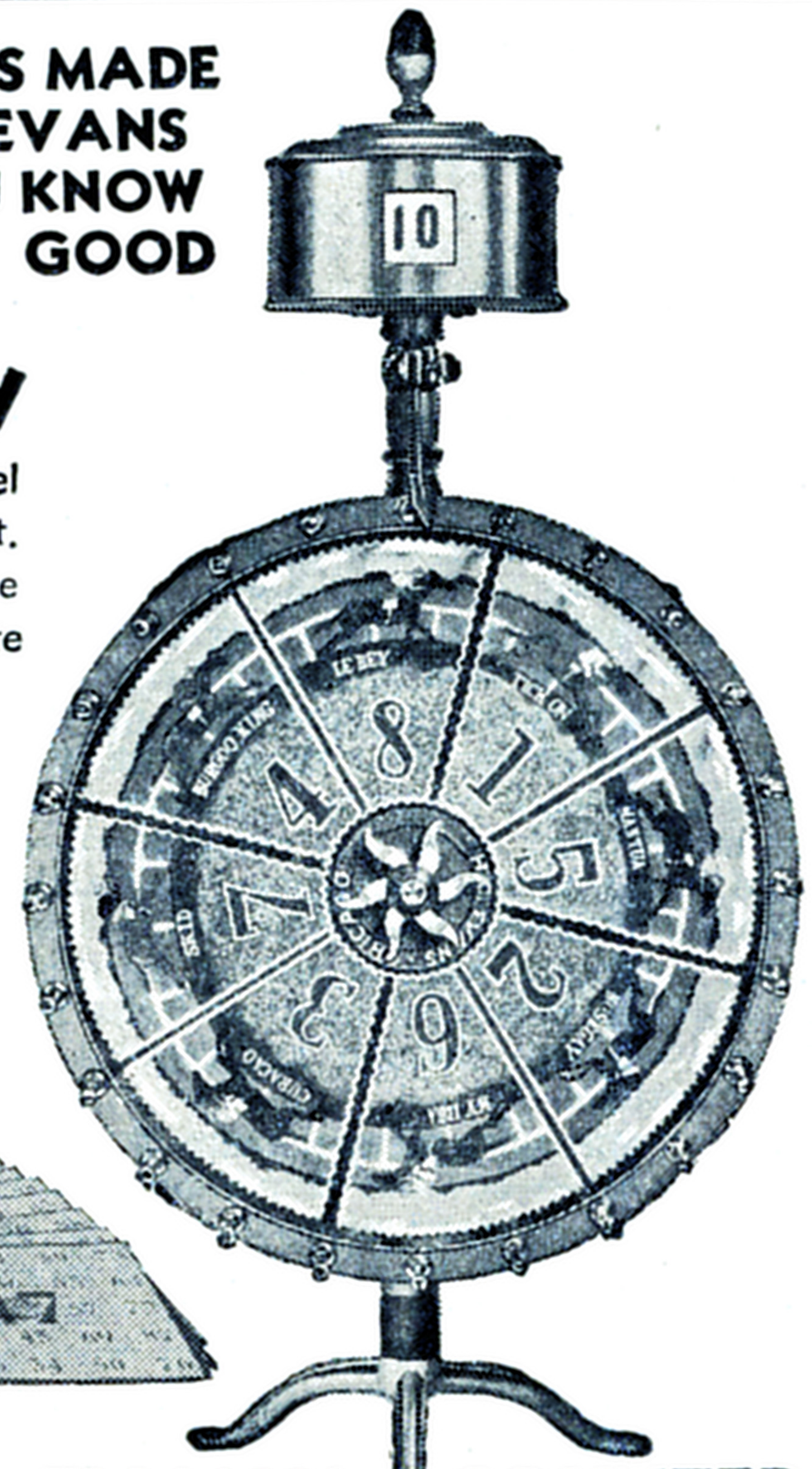
Evans' Country Store Wheel

An unfailing success and always a good money maker. The Wheel has extra deep pockets, a high fence to protect the merchandise and is equipped with our special multi-indicator cups. Accommodates 8 players, insuring ample earning capacity. Can be made in any size up to 10 feet in diameter. Write for information.



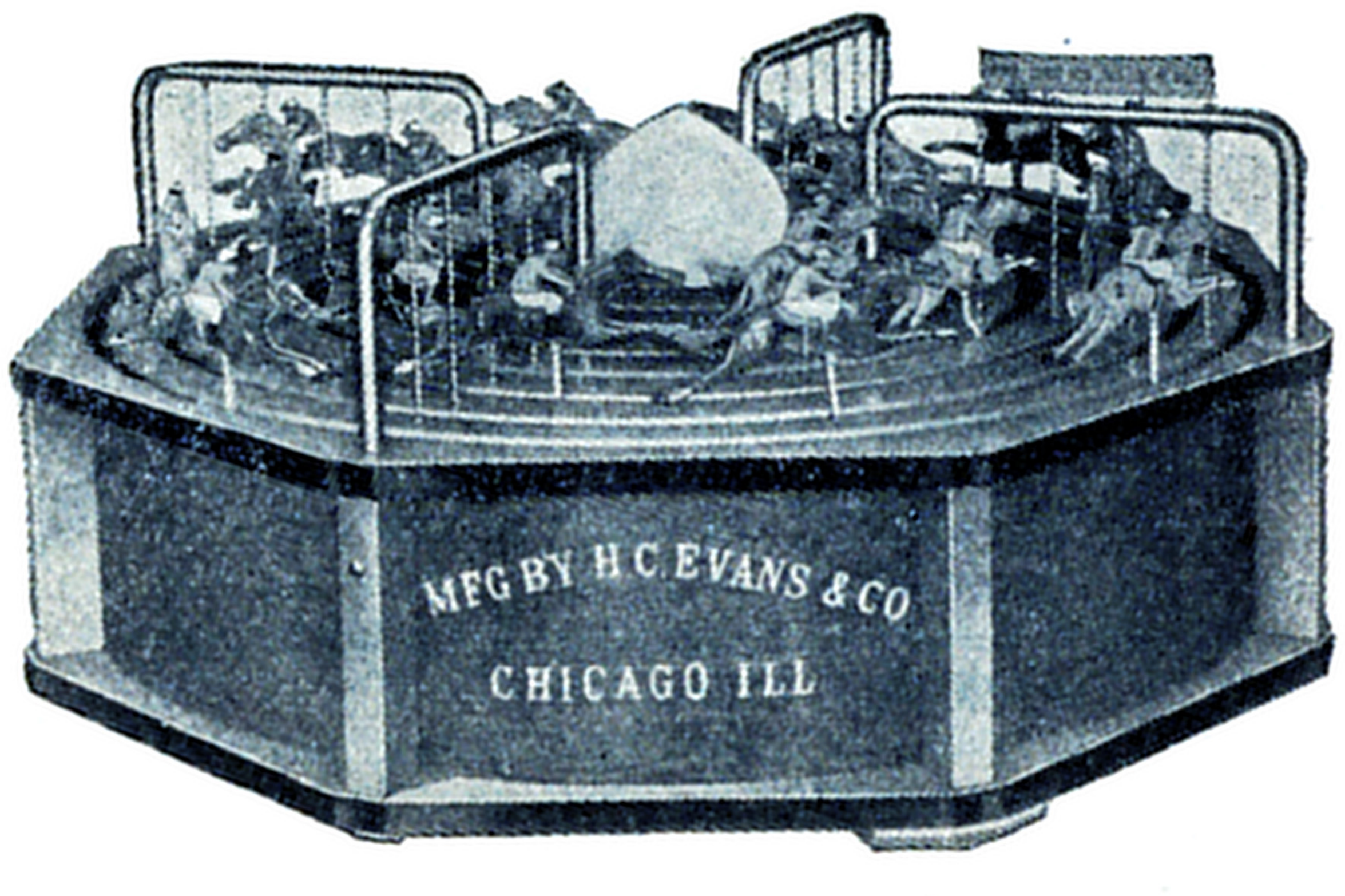
EVANS' CORNO

The old favorite is still tops in popularity. Evans' Corno as illustrated is one of the most practical and complete games on the market. Consists of a nickel-plated Corno Globe. 120 special Corno Cards, a Corno Ball Board, 90 numbered Balls and a Tally Chart. Players stay and play. A real attraction for a real spot. Order yours today!



EVANS' COUNTER HORSE RACE WHEEL

Beautifully decorated in colors showing 8 popular horses. Front of wheel is glass covered. Equipped with Pari-Mutuel Device with changing odds. Junior size: 32" in diameter, 50" high. Carnival size: 60" in diameter mounted on post 8 ft. high. Always a winner!



EVANS' PORTABLE CANDY RACE TRACK

The most practical race track ever produced. An exceptionally attractive concession for the disposal of candy and other merchandise. Has a wonderful flash and can be depended upon for a good "take". Complete details upon request.

H. C. EVANS & CO.

Manufacturers of Amusement Devices Since 1892
1522-28 W. Adams St., Chicago Ill.

Better Carnival Promotions Stirring Auspices to Greater Action Crying Need

By Harry Dunkel

I AM not dictatorial and have no axes to grind, but I have been in the indoor and outdoor amusement business almost 52 years and if in any way I can be of help to advance it it would afford me great pleasure. I have seen them come and I have seen them go. They all had different methods. All were not successful. You hear some say, "Oh, those good old days," but there are just as good days now as there were then. I have been taught to move forward and not backward. They had their troubles then as we have them now.

An important question today is: Shall we play under auspices or still?

In the old days, as the dear brothers say, "We got a 'bonus' to play towns," which was all okeh. When the idea of traveling amusement shows came into being you could do those things with such companies as Gaskell & Mundy, Seeman-Millican, Dan R. Robinson, J. Frank Hatch and others. Now you have trouble keeping out of one another's way. The business has moved forward in some respects. Where there were a few hundred people then there are thousands now who are interested in and depend on this branch of show business. Some departments have advanced 1,000 per cent. Others have not and are still back in the "good old days."

Harry Dunkel

Let's look back—even not very long ago—just to 1910—what with nerve and perseverance one could do. I will relate a true story: A certain friend of mine was in a town, without money, but not downhearted. A party said to him: "There is a little show at ——, broke and can't move." My friend said, "Let's go and buy it." The other fellow said, "I have no money," to which my friend replied, "You have as much as I have—I have four cents."

In some manner they both went to the little town. My friend bought the show for $200, gave notes for same, employed the former owner and booked everyone with it to go with him. They were all broke and had no place to go. Now, he had the show. Night came and he had no room. He stayed with a couple of concessioners who in later years became owners of one of the largest shows in the business. He left the cookhouse up until everything else was taken down. His credit was good there, as he was the new owner. He went to the agent of the railroad and ordered in three baggage cars and one coach. In came the cars and soon they were being loaded. Everything in the cars—and no money to telephone! He went to the agent and asked, "Do you have telephone connections with the main office?" The agent said, "Yes, sir." The showman said, "Get me Colonel——." "Why," asked the agent, "do you know Colonel ——?" "Personal friend of mine," was the answer, and the ice of the agent immediately started to melt. "Yes, sir, I will get him at once for you." My friend said, "Hello, Colonel, how are you? I have my show here —Who is this talking?—This is ——." Then followed a long story and payment of the railroad move was "stood off," and the showman asked the Colonel not to get off the wire until he told the agent to give him the tickets. All the people were told, "Don't leave the station in the town that we are going to." When the train arrived he went uptown to book it, and came back and said "Okeh." None of the people had a dime. My friend could not pay the transfer man in the last town, so he brought him along. At the news-stand he met an old "pal" in the lobby of the hotel and borrowed $10 from him. Now he felt better—he had a "sawbuck." He opened up on Saturday night, for seven days, under the auspices of the fire department. On the following Tuesday he paid off all of his debts, including railroad, sent the transfer man home and had money in his pocket. But if he had not played under the auspices and had not the support of its members—well, we would never have gotten to first base. But that was years ago.

Auspices Lack Interest

Getting to the main subject matter of this article, during late years there has been outstandingly noticeable, relative to many carnival engagements during shows' dates other than fairs, a lack of advance interest and activity on the part of auspices among their townspeople, particularly the whole or a majority of the memberships of sponsoring organizations. As we all know, even committees (especially when there is "guarantee" of agreed-upon sums) have sometimes been "lukewarm" instead of doing their utmost to inspire their fellow townspeople to look forward to a "week of festivity" instead of just "another show coming to town." The exceptions have been likewise conspicuous and gratifying.

What a great pleasure to showfolks when they arrive in a town and find that members of sponsoring organizations have themselves entered into the festive spirit and effervesced it among the citizenry! Immediately there is a revival of interest among the showfolks. One finds them imbued with new life. Everywhere, on the lot during the erection of attractions, in hotels, restaurants and other local business establishments there are smiles prior to the showings. Multitudes of people flock to the "amusement zone" (they have been inspired by their fellow townsfolk, the auspices) and with the greatly augmented encouragement show, ride and concession operators and their assistants work with renewed vigor. All is for mutual benefit—to the auspices, to the show company and individual showfolks, and, in fact, the masses have a week of merriment, having been prepared in advance to look forward to it.

Harry W. Dunkel, thru his contacts and associations during many years in show business, has become known to thousands of showfolk, civic officials and show-going people. He was born at Beaver Falls, Pa., and has acted in many capacities in both indoor and outdoor branches of the profession.

Dunkel started as a billposter with John Elister at the Opera House, Pittsburgh, on September 1, 1884. He has operated his own shows and for 14 years was with Harry Copping Shows. Of late years he has been general representative for the Cetlin & Wilson Shows.

Now for the contrast: A show arrives in a town (for a week's engagement) where several members of a sponsoring organization "act" (that word quoted intentionally—it should also have a "?") as a committee. The committeemen and their co-workers have done practically nothing toward local-interest aid in advance of the show's arrival. The citizens, having noticed the sluggishness and absence of interest of the local committee and other members of auspices, are found in the same mood—sluggish.

While the attractions are being erected the attaches do not work with feelings of encouragement. There is a lack of spirited preparation for the week's showing. On opening night there is likely to be a "just-looking-around" majority of visitors to the midway (granting that there are exceptions), whereas, had there been wholehearted support and activities of the auspices' members during preceding weeks they would be, psychologically, expecting merriment and be in a mood to patronize the attractions, really enjoy themselves and become enthusiastic word-of-mouth advertisers.

Using an imperative phrase, there is now a "crying need" for better advance promotions, particularly local-atmosphere interest; a stirring up of auspices (not just the committeemen) to greater, more energetic action among their townspeople. Committeemen should be inspired and they in turn pep up their fellow organization members to talk a "gala week" in the offing among the citizens.

Any lack of local-atmosphere promotions during late years could not be laid solely to general agents, second agents, special-event promoters or show managements. Instead, it has been a sort of combined laxity. The urgent need now is systematic co-operation by and between managers and advance executives of companies.

With properly promoted engagements, in advance, there will not only be less "bloomers" but a notable revival of interest and progressiveness in the traveling collective-amusements field.

Overselling Shows

Some agents and promoters, too, oversell their shows and create dissension among committees. They intimate that they "have the biggest show in the country." Then in comes the show—three baggage cars. One committeeman said, "I thought you traveled on your own train?" and came the answer, "That is our train—we lease the cars." I have done the same thing myself, years ago, but I have found a new wrinkle—I tell them the truth. In fact, many committees have come to me and said "You told the truth." You know and I know, generally speaking, committeemen are mostly local business men, and many of them do not know the ways of the show business, and few understand the contract. But some of them are "sharper than steel traps." Explain it to them clearly and you will have a better feeling. They are our partners for the week (we are playing their town), so let's treat them as such. In my opinion, we should always have committees. Many times they do not give any help, but it is sometimes our own fault. We should put ourselves in their place and try to think as they do. Maybe we would get a different light on this important subject. Many a good committee has been ruined by someone who does not know enough to "come in out of the rain." It is up to the owners and managers of shows to instruct their agents and promoters on these important matters.

Agents and promoters get blamed for all the "bum" towns. The same old cry as many years ago. A man once came to the office wagon and said, "Your man sold me a banner and he said it would be on the Ferris Wheel and I can't find it anywhere." We don't have to do that. We should not promise anything unless we intend to do it. It is ruining to someone else that comes to the same town. Remember, you are not the only one in the show business. There are others and they, too, want to live, so instead of killing it let us all try to uplift it.

My opinion is not always correct. I can be as wrong as anybody else. I am giving my opinion. I am not aiming at anyone, and I do not want to hurt anyone in this business. But we are in a business—amusements—that goes back farther in the history of the world than the great Wall of China or the Roman Empire. The amusement field that we are in is a wonderful business. It is to chase dull gloom—make people smile, forget care and be happy. When we do that our mission is fulfilled. It is the life's work of all of us. There are millions of dollars invested in the carnival business and there are many very brilliant and fine people in it.

In my opinion, committees are needed by all shows in playing cities and towns. General agents, special agents, promoters, press agents, etc., are essential. In fact, everyone around a show is necessary, otherwise should not be there. We must remember that we cater to the masses—they are our customers. But we are due the energetic support of our auspices.

MAKING A FAIR——

(Continued from page 66)

and about 5,000 single admissions, in pairs, to city officials, officers of chambers of commerce, press, etc., but there are no passes to the grand stand.

School children and their teachers are admitted free each school day during fair week. Those in the local county are admitted free on Monday without tickets. During the remainder of the school week free tickets are issued to all teachers and pupils of schools that close to come to the fair; 75,000 pupils and teachers attended last year.

This is good business from the standpoint of the fair. It means that from 10,000 to 20,000 young people of school age attended each day to give support to the fairway or carnival section. Since school children in such large numbers are guests of the fair, no beer or liquor of any kind is offered for sale on the grounds, and in all other ways an effort is made to keep everything wholesome and clean.

A non-profit-making, privately owned and operated fair can acquire more free-will service and co-operation than a public-owned and supported institution. Also its management has greater freedom of action. For these and other reasons the plans and policies that have made it possible for Western Washington Fair to prosper may not be applicable to fairs in general. On the other hand, the privately owned fair is by necessity compelled to be up to date in its business methods, must satisfy its customers and maintain the good will and support of the communities and individuals of its territory.

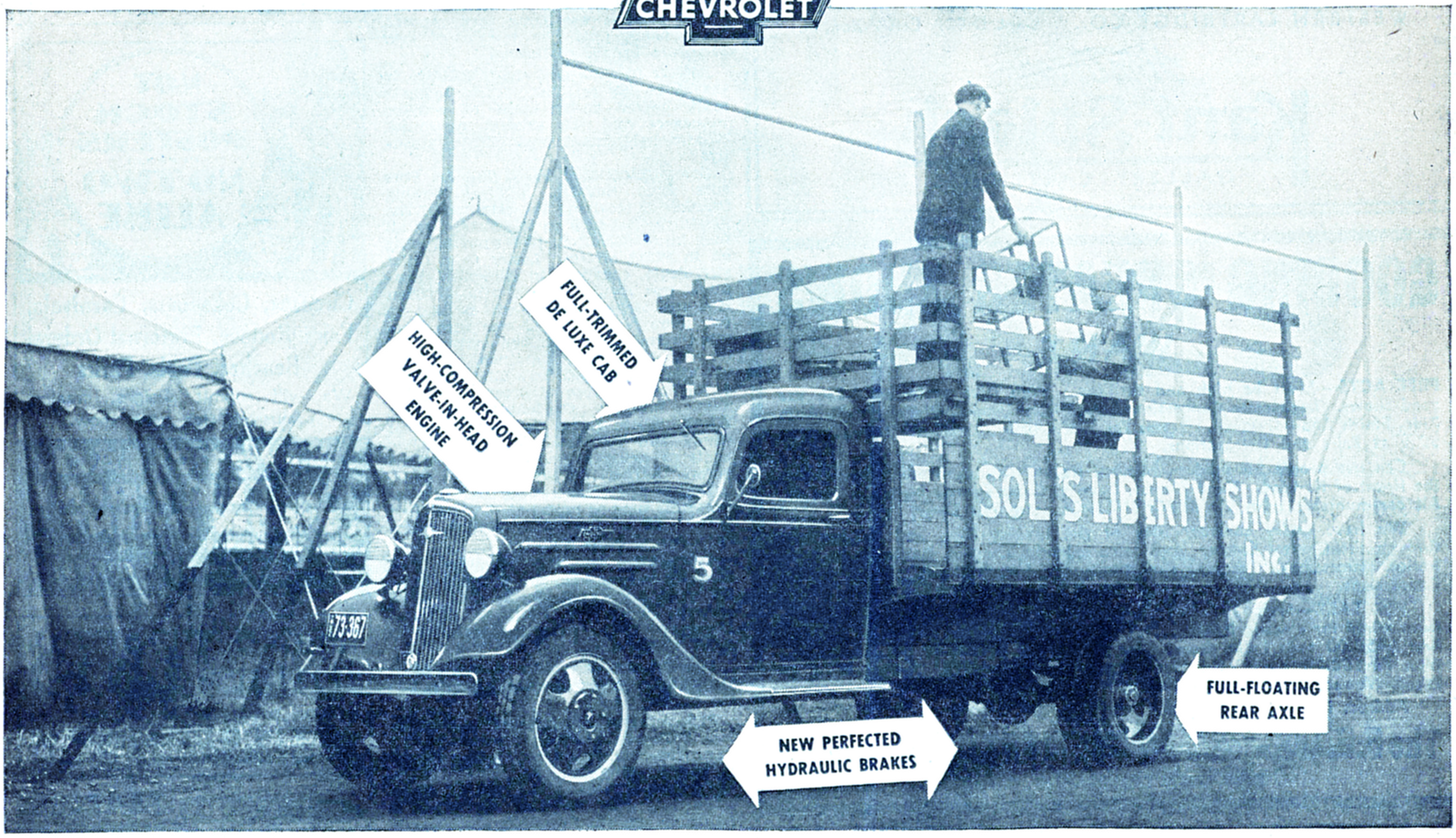
GOOD ATTRACTIONS——

(Continued from page 64)

This means that our grand stand patron is presented a spectacle which is bigger than the biggest circus, covering an area 1,000 feet long and 500 feet wide, with a variety program made up of attractions which, in the main, he cannot see at any other place and in such volume. To keep up-to-date we are adding a thrill show each day, and the biggest and most spectacular revue ever presented to fairs at night. We believe in good attractions and feel confident that the public will respond.

CHEVROLET TRUCKS
lead all trucks in their price class for
PULLING POWER

FOR ECONOMICAL TRANSPORTATION
CHEVROLET



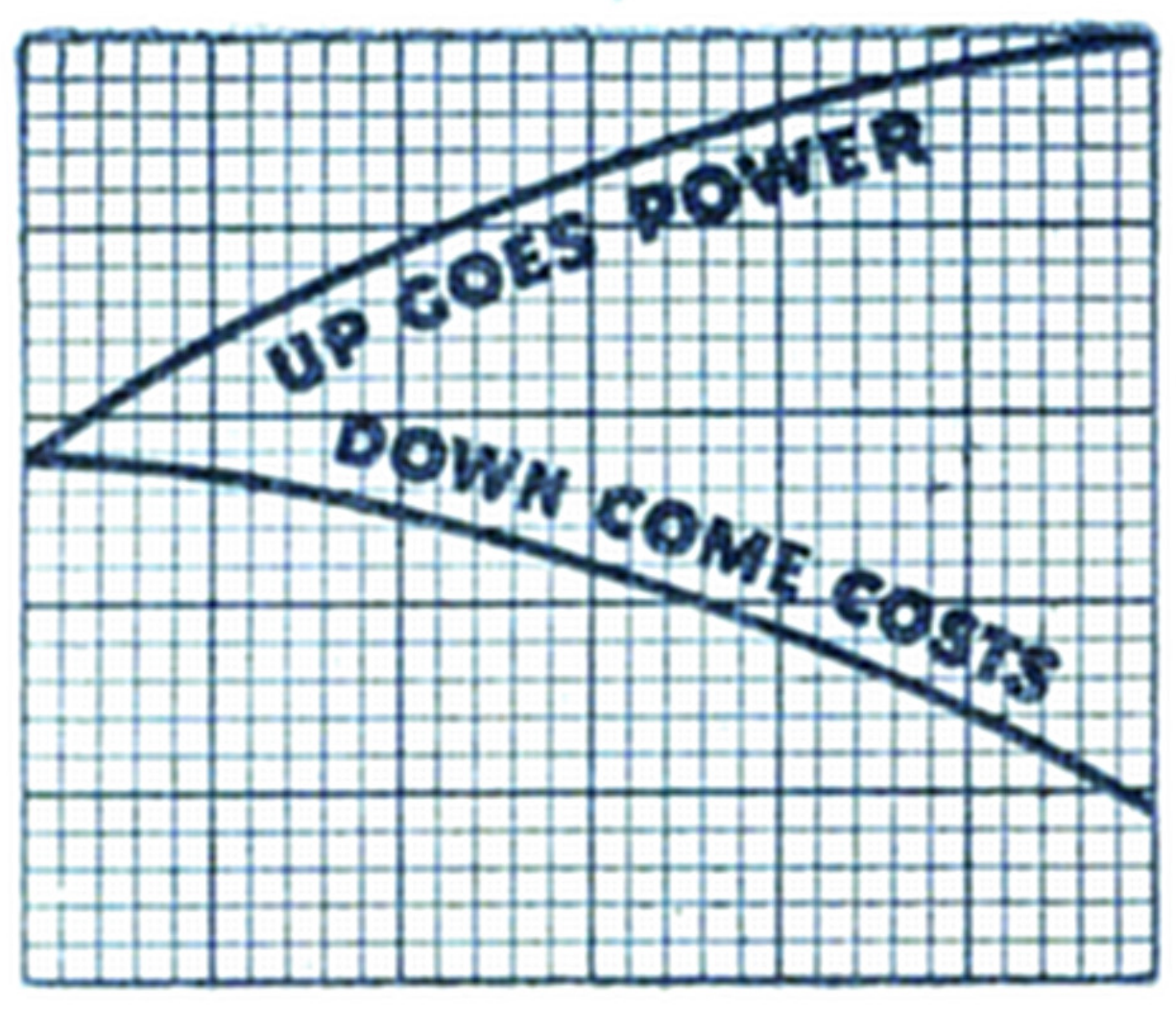
Chevrolet trucks prove stamina and record-breaking economy in amazing coast-to-coast run

Look at this great record

Location of Test	Los Angeles to New York
Distance Traveled	3511.5 miles
Running Time	129 hours, 24 minutes
Average Speed	27.14 miles per hour
Gasoline Used	308.6 gallons
Gasoline, miles per gallon	11.378
Oil Consumption	2 quarts
Cost of Fuel	$57.59
Cost of Oil	$.67
Fuel and Oil (cost per mile)	$.016
Average cost per ton mile	$.00328
Water Consumption	1 gallon

No mechanical failures

Entire test conducted under supervision of A.A.A. Contest Board —Sanction No. 3300.



No other truck in the entire low-price range equals the Chevrolet 1½-ton truck for *pulling power!* And yet this is just one of many advantages contributed by the Chevrolet High-Compression Valve-in-Head Truck Engine. It offers unmatched economy of operation—high gasoline mileage and low oil consumption. For dependability it is unsurpassed by any truck in its price range. That means low maintenance cost, too!

Perfected Hydraulic Brakes—the kind that are always equalized—give great and reliable stopping power. The Rear Axle is of Full-Floating design—rugged and durable in construction. And the Cab is Full Trimmed—designed for real driver comfort.

Chevrolet trucks are the *world's thriftiest high-powered trucks.* Give them a trial—with your kind of loads. Your Chevrolet dealer will arrange such a test at your convenience.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

**GENERAL MOTORS INSTALLMENT PLAN—
MONTHLY PAYMENTS TO SUIT YOUR PURSE**

Shooting Gallery Operators!

Kant-Splash .22 Short Cartridges were designed especially for shooting galleries. They are being successfully used by some of the country's largest galleries and have proven satisfactory and popular with operators.

Kant-Splash .22s are supplied with a specially designed synthetic bullet which shatters to dust on striking iron targets or iron backstop. Insure you against claims resulting from injury to customers or operators. Your targets last longer, too, with fewer pits and craters. Clean, accurate and sure-fire. Won't rust or corrode your guns.

Packed 1,000 in a special gallery package. Eliminate the old style small packages that litter the gallery. Speed up loading. Let us send you more information and prices.

WESTERN CARTRIDGE CO., Dept. D-80, East Alton, Ill.

Western
Kant-Splash
GALLERY CARTRIDGES

GOODING GREATER SHOWS

WANT

FREE ACTS—Must be high and thrilling. High Dive preferred. Can use good Shows. Legitimate Concessions. Also Dual Loop-O-Plane, Kiddie Auto Ride, Smith Chair-O-Plane. Terms for Rides-40% at Carnival Engagements, 50% at Fairs and Celebrations.

Can use people for modern Musical Revue; this show new throughout, the finest of its kind. Need Pianist, Comics, Girls; George Burton, come on. All communicate with ED BRECKENRIDGE, care our show.

We have under contract fifty of the leading Fairs and Celebrations through the Central States. And some splendid Carnival Routes. No controlled concessions. A real opportunity for Rides, Shows and legitimate Concessions.

FOR SALE—Style 153 Wurlitzer Band Organ. Repaired, redecorated, front wired for electric lights. Plays and looks like new. Cost $1,800.00; first $450.00 cash takes same. One No. 5 Big Eli Wheel, in good condition, $1,500.00 cash. One set (eight boats) Venetian Swings, built by Evans. A real flash. $500.00 cash.

Address inquiries to

The F.E. GOODING AMUSEMENT CO. Operators
BOX 386, COLUMBUS, OHIO

CALL

DODSON'S WORLD'S FAIR SHOWS

OPEN NORFOLK, VA., APRIL 11. UPTOWN LOCATION.
Following Help Report Not Later Than April 9:

White Band Musicians to CHARLEY CLARK.	Train Help to WALLACE COBB.
Colored Musicians to SOL SPEIGHT.	Porters to WALLACE COBB.
Chorus Girls to NANCY MILLER.	Cooks and Waiters to DANNIE LaROUECH.
Side-Show People to C. G. DODSON.	Ride Help and Mechanics to HAPPY GRAFF.

CAN PLACE one or two good Shows that do not conflict. No exclusive on Grab Joints. WANT first-class Billposter that can drive truck. Must be sober and reliable. Address

DODSON'S WORLD'S FAIR SHOWS, Norfolk, Va.

HAPPY DAYS SHOWS, Inc., 10 New and Novel Rides, 8 High-Class Shows, 25 Merchandise Concessions (no grift), two Bands, Calliope and 4 Sensational Free Acts. Will increase all departments for Fairs and Celebrations. (Committees and Fair Officials, don't be disappointed; come and see us.) Have new 40x60 Exhibit Tent and Mr. and Mrs. Russell Hill to conduct and work contests, exhibits, etc. WANT Motordrome, Wax Show, Working World, Freaks, Acts and Front Man for 10-in-1, Snake Show, Penny Arcade, Bowling Alley, Fishpond, Pitch-Till-U-Win, Bumper, Scales and Merchandise Wheels (all ex.). Murfreesboro, this week; Old Hickory week April 13; Cookeville, 20; Lebanon, 27; all Tennessee.

T. L. DEDRICK, Gen. Mgr.

W. G. WADE SHOWS

Opens Saturday, May 2, at Detroit. Monroe, Mich., Spring Festival and Highland Park Merchants' and Manufacturers' Industrial Exposition follow. Can place Shows, Rides and Concessions that do not conflict. Our routes includes a long list of fairs and celebrations. M. Miller can place Ball Game Agents. Address W. G. WADE, 289 Elmhurst, Detroit, Mich.

TILLEY SHOWS

Want Shows with or without outfits. Have complete outfit for Athletic Show. Want capable Athletic Manager. Also Concessions, Frozen Custard, Merchandise Wheels.

Shows Opens April 25th. **Box 635, Ladd, Illinois**

Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, April 4.—Monday night 26 members braved a rainstorm to attend the weekly meeting. Another reason for there not being a larger attendance the Al G. Barnes Circus is again entour and many with that show have been "regulars" in attendance. Dr. Ralph E. Smith, stand-in for President Forstall, presided, and Secretary Beckmann was also present.

The routine was gone thru rapidly, there being only the matter of new furniture up for discussion.

Letters from several shows relative to the drive for cemetery funds indicate most hearty co-operation of owners, managers and the general personnel. Financial statement keeps gaining steadily.

Communications: From Ted La Fors wire from Nogalez, Ariz., expressing thanks for receiving the minutes of the meetings that now go to shows, that all may know definitely just what is going on in PCSA affairs. Letter from Chief Sky Eagle, confined in Alhambra Hospital, was struck by an auto—broken ribs and other injuries—will be laid up two more weeks. Chief was with Tom Mix Circus, featured in the concert. Letter from La Motte Dodson, who will have two attractions with Sol's Liberty Shows. J. Ed Brown wrote of prospects at the Texas Frontier Centennial at Fort Worth, where he is to be director of shows and concessions. Ross Ogilvie wrote of being set with Zeiger United Shows. Virgie and Nelle Miller a note, thanking the organization for kindness shown at time of burial of the late Glen Miller. Letter from Will Wright, manager Golden State Shows.

There were two new members, Ken Maynard, owner Diamond K Ranch Wild West Circus and Indian Congress, credited to Harry B. Chipman, and Leo Haggerty; Louis S. Keller, credited to John T. Backman.

Account of members to be guests of Al G. Barnes Circus there will be no meeting on April 6.

Sick reports: Henry Emgard, at Antelope Valley Sanatorium, reported as not improving rapidly. John Stanley Lyons' condition reported as improving. J. D. (Jack) Reilly recovering after an operation in a local hospital. Dr. Ralph E. Smith to examine Chief Sky Eagle and if necessary have him removed to General Hospital and, incidentally, a vote of thanks was given to Dr. Harold Perry, in charge of Unit 208 at General Hospital—he a former trouper and has shown many kindnesses to showfolk who had to have hospital treatment. Doc Hall back in town for General Hospital clinic—condition favorable—left for Wilmar, Calif., and will go north to handle some contracts.

Thomas J. Fuzzy) Hughes dropped in from the San Diego exposition. Will go to Dallas for that affair.

Nearly all owers of circuses and carnivals on the West Coast are members of PCSA.

There not being any special business, this week's meeting adjourned early, after which the usual lunch and refreshments were served by Ed Nagle and Chet Bryan. The weekly award went to Louis Bacigalupi.

Cunningham's Expo. Shows

NEW MATAMORAS, O., April 4.—Things are starting to hum around winter quarters, altho the great flood waters along the Ohio Valley have somewhat hampered activities. Mr. Cunningham has just returned from New York, where he took his Merry-Go-Round to be repainted. The show is scheduled to open May 2, with not less than 4 rides, 8 shows, 30 concessions, and the Fisher & Graham free act, and will enter the new season larger than in past years. The following concessioners have verified their intentions of being with the show: Joe Humphrey, Harry Huffman, Austin Winnes, Mr. and Mrs. Spott Jolly, Mr. and Mrs. Doc Stanton, Mr. and Mrs. E. L. Nichols and daughter, Dloris Nichols; Mr. and Mrs. W. H. White, Mr. and Mrs. Charles Larson, Mr and Mrs. Alferd Taylor, W. H. Haycook, and Big John, who sent information that they will have all their equipment ready for the opening date.

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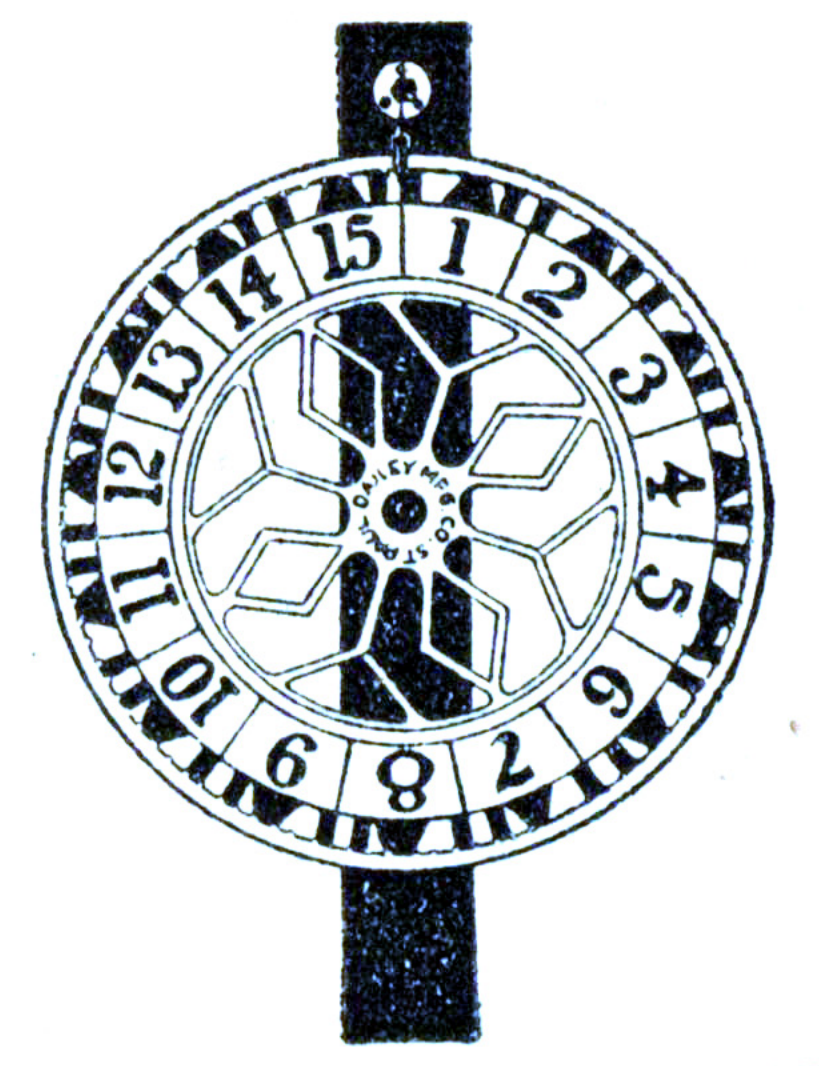

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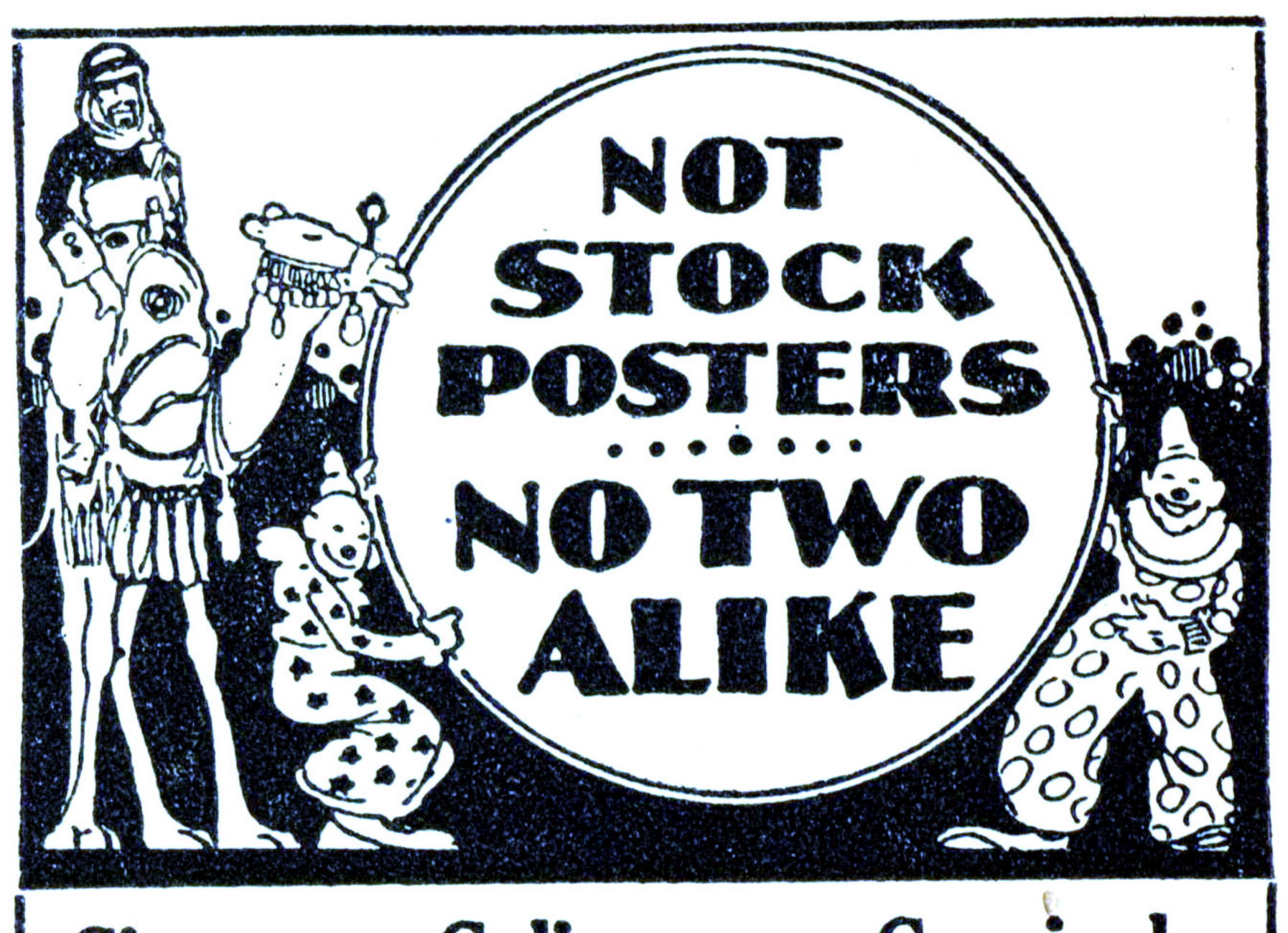

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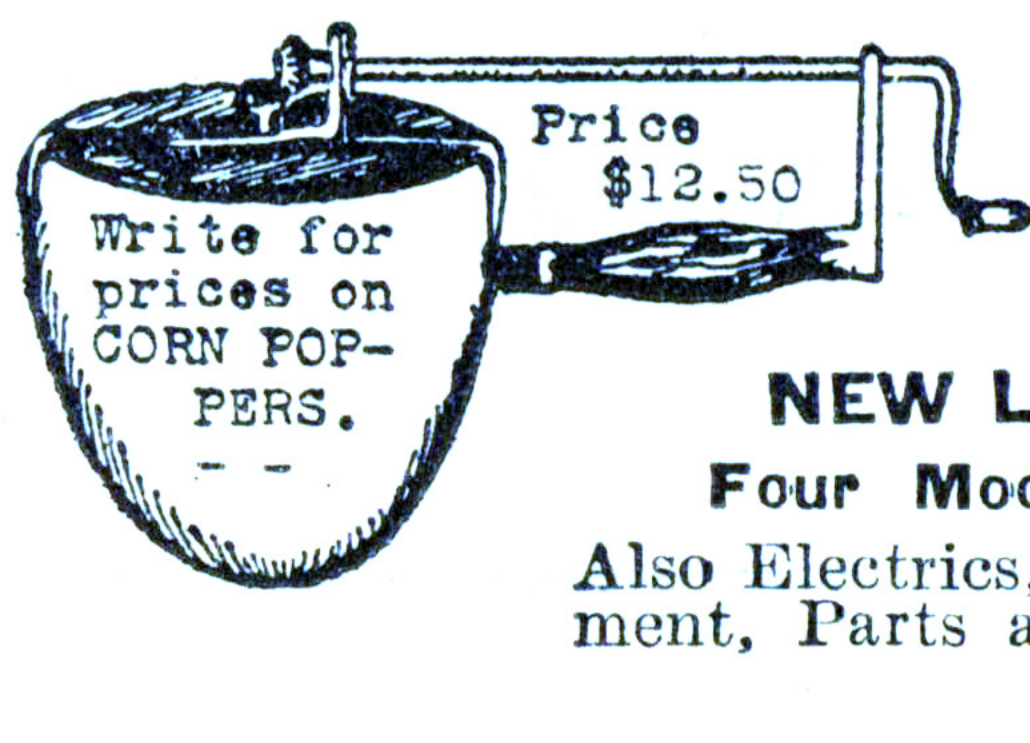
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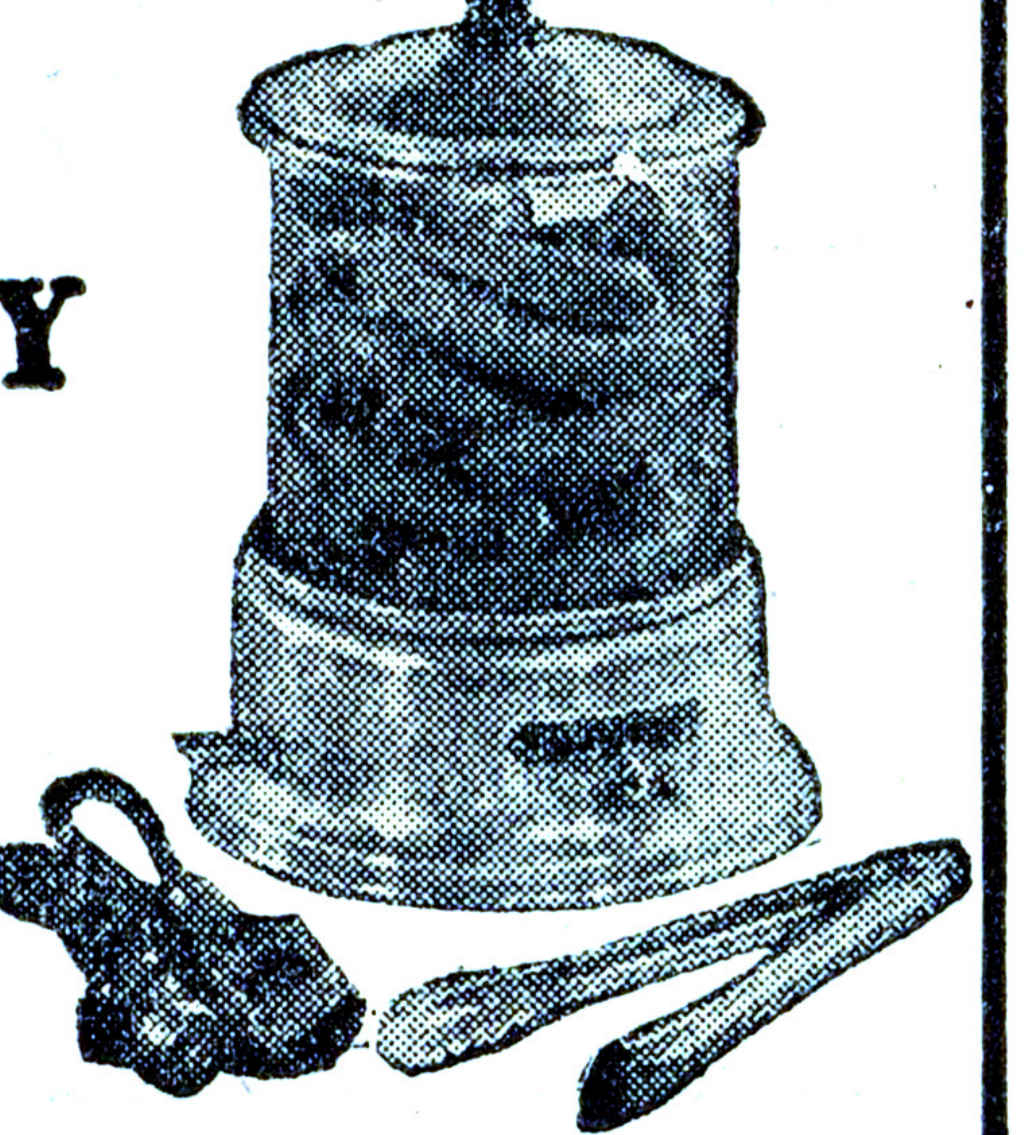

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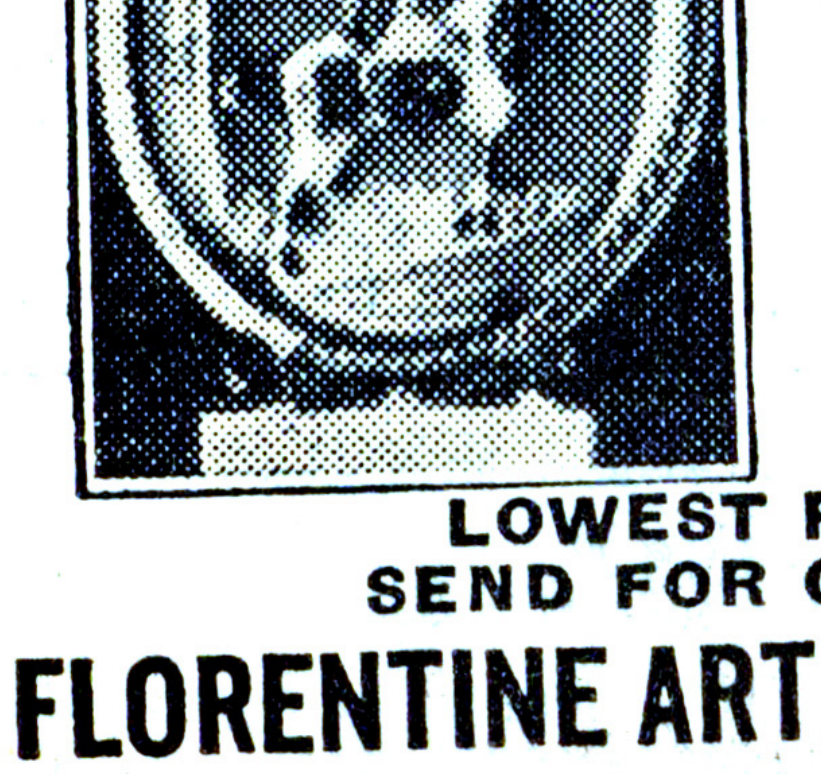

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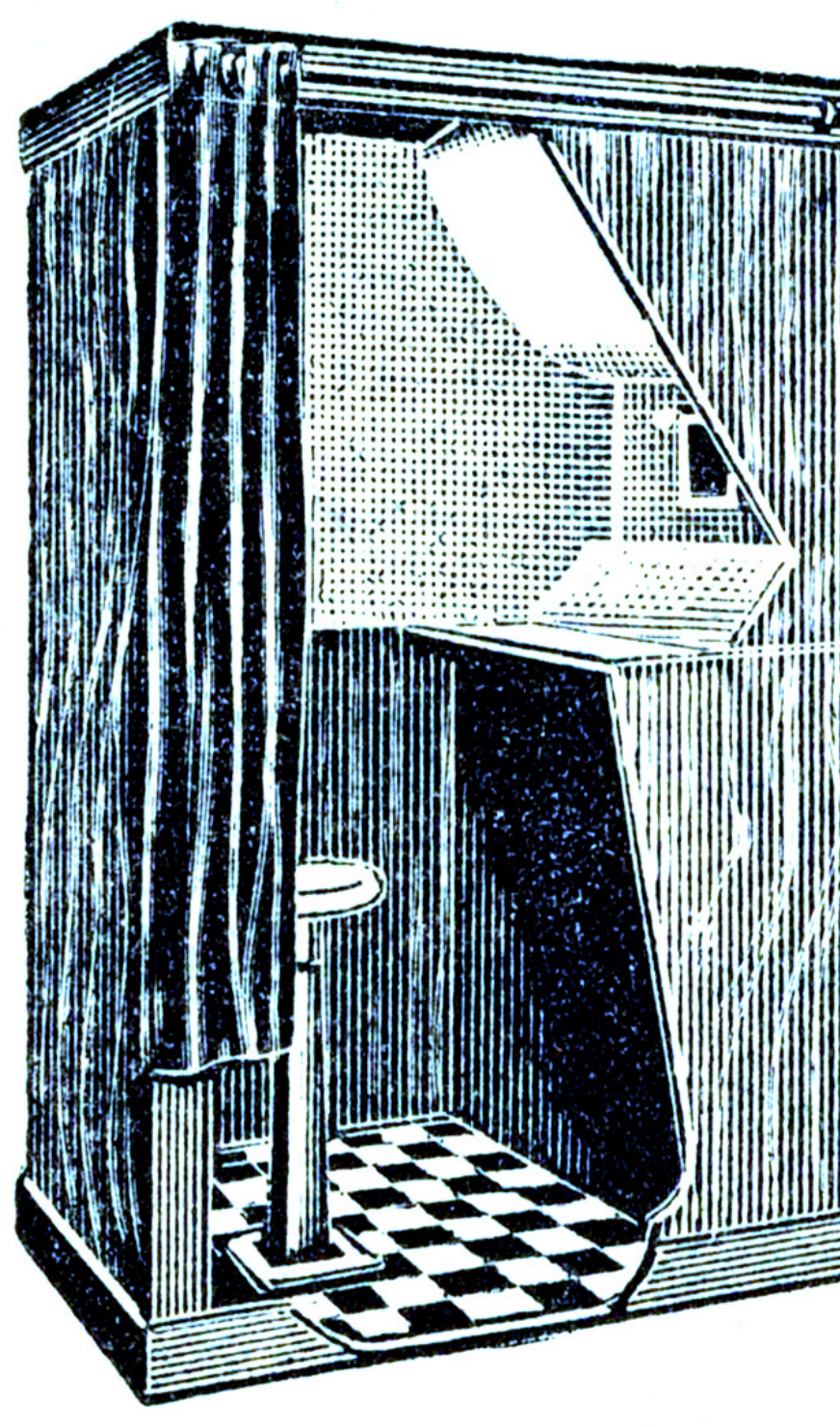
Mighty Sheesley Midway

SALISBURY, N. C., April 4.—Some "pickups" from the Mighty Sheesley Midway quarters—There are 42 people working at quarters and everyone is stepping on it to get all in readiness for the opening, April 11. On Wednesday of the opening engagement (auspices American Legion) Capt. John Sheesley will give a percentage of the gate and the shows and rides in benefit of a new hospital. Howard Ingram, trainmaster, has the train painted and lettered, also the midway entrance arch, and has been looking after the wagons and show fronts, directing builders and painters. Walter Crowell, billposter for Phillips-managed theaters here, has put up stand paper, window lithos, etc., for the opening engagement. P. O. Johnson, superintendent the Waltzer and Caterpillar, has both the rides ready to go, and Foreman Crowe has the Heyday looking fine. Mr. and Mrs. Henry T. Curtin have their concessions almost ready. George Birdsey and wife and son are on from Cedar Keys, Fla., and getting the barber shop and laundry outfit in shape. Mrs. Jeanne Williams, the grand old lady of the midway, is ready for the season to start. Mrs. Howard Ingram, who visited her brother in St. Louis a few weeks, is back and getting the Baby Show ready. J. Jackson, blacksmith, is busy at the forge on iron and other equipment for wagons, etc. Nick DeRose, top man for Kay Weiss, has the Girl Show outfit all in shape from front to back. Louie and Kay Weiss are rehearsing their two shows. Don Phillips, calliopist, is helping them. Eddie Lipman and wife were recent visitors. Art Smith has the Flyer ride overhauled and painted. Master Mechanic Rowan is attending to work on engines. Adolph Watson is passing out food to the boys at the cookhouse. R. G. (Kokomo) Sykes, chief electrician, is getting his department in readiness. Bennie Weiss is here and with his agents is getting his concessions ready. Frank Tezzano, who has the Hawaiian Show for Louie and Kay Weiss, is busy with the front and stage. Hilton Hodges' Big Python Show is ready. Charles H. Pounds has been getting the office wagon ready for the season.

WARD (DAD) DUNBAR.



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CONEY ISLAND, N.Y.

Midway Confab

By THE MIXER

AGAIN: Keep tab (weekly) on the Letter List!

SO FAR it's a "warmer spring." Now if Ol' Jup. Pluv. just behaves!

CONGRATS to those dandy fat folks, Mr. and Mrs. Cliff Karnes—another baby.

A new-season resolve: Let the homefolks hear from you frequently.

W. E. BAILEY (Rattlesnake Bill) advises that he will have his own attraction with the Art B. Thomas Shows, with new top and banners, and plenty of flash.

B. H. (BILL) NYE (agent) after about 10 months with Mohawk Valley Shows has resigned to engage in other activities for the spring and summer months.

A DUO of Detroiters, John Viznis and Bill Dewey, have signed cookhouse, pop corn and photo gallery with Rosco Wade's Joyland Shows.

JACK DADSWELL, veteran newspaper man, who is entering his third season as director of publicity for Royal American Shows. In syndicate and mag circles Jack is known as "Norman Frazier."

J. A. HAWKINS, formerly with Bunts Greater Shows (Arcade), is at his father's home at Sutherland Springs, Tex., and will not troupe this season, the first he has missed in nine years.

WORD FROM Dr. R. Garfield that he and Tom Scully had contracted their Hall of Science with Mighty Sheesley Midway. Says will have a 20 by 100 top, with a 130-foot banner line.

AMONG RECENT VISITORS to w[illegible]er quarters of United Shows of America, at Shreveport, La., were Mr. and Mrs. Dave Stevens and Mr. and Mrs. Tony Martone, of Kansas City.

Harry Dunkel wrote some crackerjack progressive points into his special article in this issue.

MR. AND MRS. TONY MARTONE and Mr. and Mrs. Dave Stevens are in Hot Springs, Ark., where they expect to stay for another several weeks before returning to Kansas City.

MR. AND MRS. W. D. DURHAM, who had shooting gallery with McClellan Shows last season, have purchased a new gallery and have been successfully playing oil towns in Oklahoma.

KRAUSE GREATER SHOWS has the midway contract for Kingdom of the Sun Fair, sponsored by American Legion and managed by Sam Burgdorf, at Ocala, Fla.

DOC SCANLON, herpetologist, will return this season to Verne Soule's reptile attraction with Beckmann & Gerety's Shows, for which a novel bamboo front has been constructed. Scanlon spent the winter at Miami.

FROM JACKSONVILLE, Fla., came brief report that Mrs. Fred J. Thomas, formerly of Mighty Sheesley Midway, was in St. Luke's Hospital at that city for an appendix operation and was said to be doing nicely.

WILBUR PLUMHOFF, human pincushion, who spent a great part of the winter in Detroit, left that city last week for Atlanta, Ga., to again be with Rubin & Cherry Exposition, his third season there.

PRINCE ELMER infos that he has changed his plans from being with Barney Bros. Circus, as an executive for Tom Atkinson's interests, to be emsee and do his turns in Topsy Gooding's Midget Village with C. F. Zeiger United Shows.

A. C. VAN VALKENBURG and the missus will soon start their 21st year in concession business. Booked with Dixie Belle Attractions, with corn game, pop corn and country store. Mrs. J. Rawson, after a three years' absence, will be with them on corn game.

THE JOHN R. WARD SHOWS are slated to play two weeks on lots at Memphis, Tenn., before taking the road. Owner Ward was on the sick list for a while but at last report was able to get around. Secretarial duties were recently turned over to H. G. Starbuck.

DICK O'BRIEN, formerly with various amusement organizations, late of Dodson's World's Fair Shows, this season is general agent and serving in other executive capacities with Snapp Greater Shows.

JOHNNY KISHI, whistler and sketch artist with Rubin & Cherry Exposition, received some good newspaper publicity in Atlanta in connection with his early life and also his finding his mother while showing in Columbus, Ga., after a separation of 25 years.

GEORGE CONRAD SEIFERT, concessioner with the Rubin & Cherry last season, is out of the American Theatrical Hospital, Chicago, where he was successfully operated on by Dr. Max Thorek for gall bladder trouble. He is resting at present but expects to get back into harness about the middle of the summer.

A "Far East Ride" is to again be with the Johnny J. Jones Exposition this year. Not a mechanical device, not stationary and self-propelling. It's Mena, claimed the largest female elephant in captvity and owned by E. E. Coleman. Incidentally, while mentioning Mena (a picture of her taken with Jack Pearl appeared in a recent issue), the thought strikes The Mixer that many showfolks do not know that for years she was a companion on the old M. L. Clark Circus to the monster pachyderm nationally known as Tusko (died a few years ago)—but on the Clark Circus named "Ned."

WHEN LAST HEARD FROM James C. (Jimmie) Simpson (general agent), who recently underwent an operation for eyes trouble, was getting along nicely. Was

IN THE LEAD
"Just finished totaling receipts for the 1935 season," writes John F. Reid, of the Happyland Shows, Detroit, Mich, "and the No. 5 Du-Plex Wheel Unit topped all the rides on our Midway."
Write for additional information about Du-Plex BIG ELI Wheels, the best money-making combination for all Carnival Midways.
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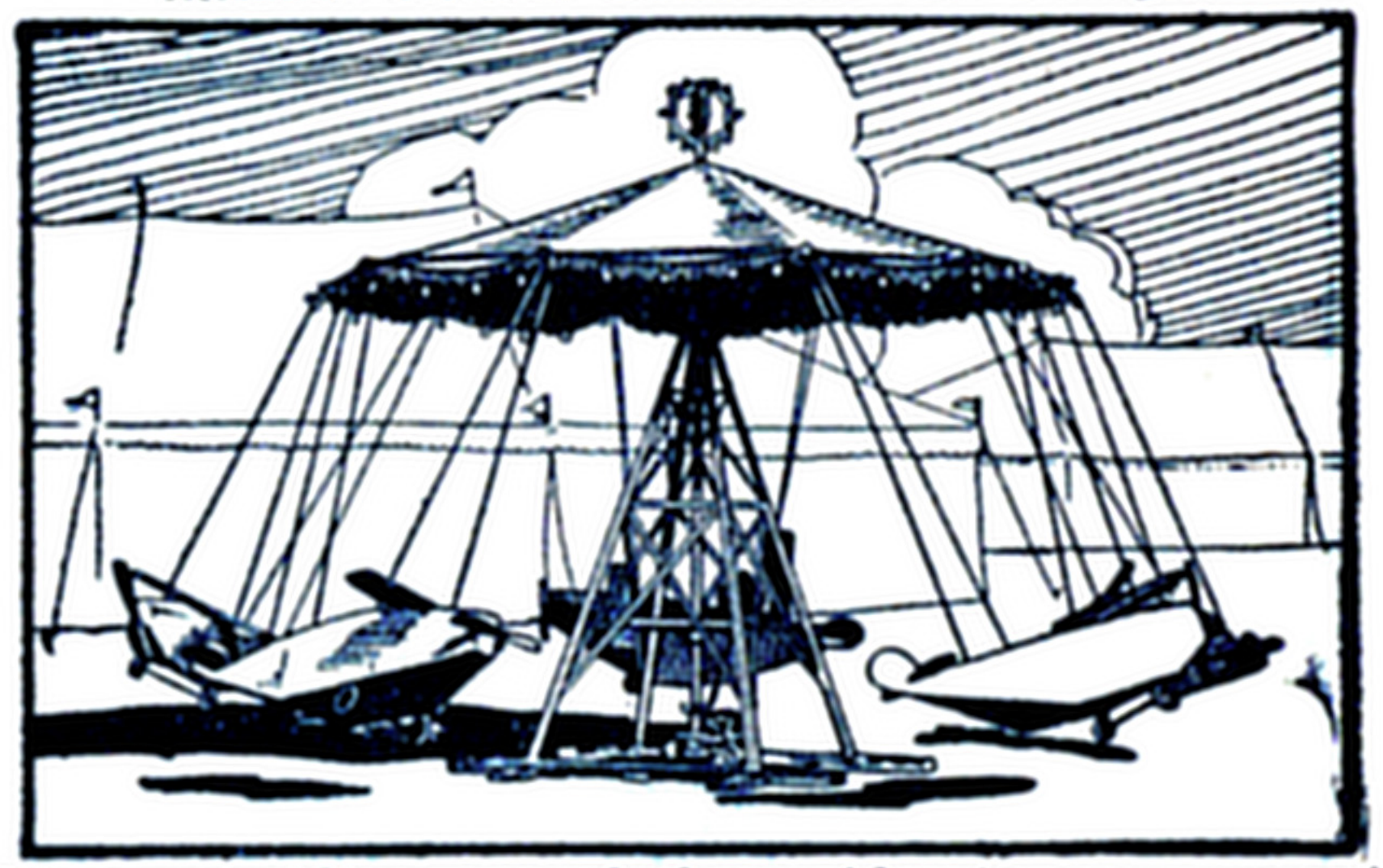
THE NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
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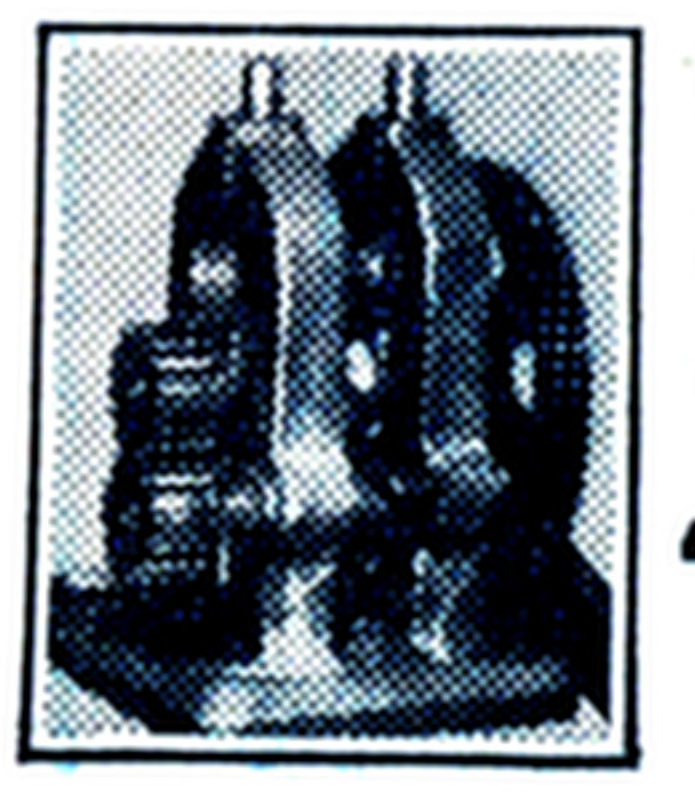

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told by eye specialist that he was "doing 100 per cent good." But being confined indoors has become tiresome to Jimmie. He can be addressed care of Molton Hotel, Birmingham, Ala.

Some press agents and other writers of show letters for publication sometimes surely wax warm in their enthusiasm. In fact, so sizzling hot that some of their statements get "burned out" before getting into type.

Gross exaggerations develop, figuratively, into boomerangs—do more harm than good—a few false statements discredit other (facts) statements.

Without giving names of writers or shows, following are some examples:

"When the 50-car train was loaded," etc. The show had 30 cars.

"Twelve shows and 10 rides on the midway." There were six shows and five rides.

"—— ——, who weighs but a little less than a ton," etc. (Wow! A ton is 2,000 pounds!) The fat person referred to weighed about 450 pounds.

"General Agent —— brought back —— (giving an attractive number) of fair contracts." Many of these. The news value is in giving the readers the titles of fairs and where located.

"Every inch of canvas on the show is new this season." That is possible. Does it mean that every concessioner had to have a new top before getting space on the midway?

"The biggest and finest —— extant." That is possible. But one should qualify by seeing and studying all of them (everywhere) before making such statements. "One of the," etc. (if justifiable) reads better in most cases.

RITA AND DUNN advise that they will open the season for their high-wire free act with Greater Exposition Shows on May 11.

FRANCIS M. McFARLAND, a part of last season on front of Illusion Show with Dodson's World's Fair Shows, formerly with Marks Shows, recently ended a stay of several months in Marine Hospital at Louisville, Ky., and accepted a position with a boat line on the Ohio River. Was in Cincy last week and stated that he would return to the hospital for further treatment.

Hold It Down

By Roll Down Shorty

We've come to the end of the winter,
The sun's on both sides of the fence,
Which means the North's carnival season
Is just about due to commence.

You've decided to stay in this season,
For you "can't make a dime at the game,"
You're all washed up with the business,
But it's really yourself who's to blame.

If you roust all those high-powered agents
Who constantly page Mr. Long,
And lay off that gigging and gouging,
The proceeds will show you were wrong.

Play the ice to those wise-cracking duke-ins,
They don't get you anything but grief;
The best you get grabbing and snatching
Is one long, continuous beef.

Now that's the whole thing in a nutshell,
And you know in your heart that it's true;
Don't try to depend on the business,
For the business depends upon you.

HOUSTON PICKUPS—Big State Shows, according to an exec, are "having a good time and also making a little money" on ward lots here, including the Washington avenue lot. . . . Ira Burdick's All Texas Shows continue their Houston playing to "satisfactory business.". . . Doc Waddell arrived recently and took up his duties with Big State Shows.

What a break! On March 31, on a day when people thruout the United States and in Canada with greatly augmented interest read (and many will keep) newspapers, because of the Hauptmann case, in an Associated Press dispatch that went hither and yon Rubin & Cherry Exposition was accorded notable mention (including in The Cincinnati Enquirer), along with Ringling Brothers and Barnum & Bailey Combined Circus, with General Manager Sam W. Gumpertz quoted, and Downie Bros.' Circus, with Owner Charles Sparks quoted as saying that he looked for a "great" season. But, about Rubin & Cherry: President Rubin Gruberg was quoted extensively. The story, featured with a boxed heading, was relative to the shows mentioned and their forthcoming seasons. By the way, Walter D. Nealand immediately got busy on his arrival to take up his duties as press representative for Rubin & Cherry, in Georgia.

BOTH *The Shreveport Times* and *Journal* carried front page four-column pictures of Mrs. Gertrude (Sis) Karns, heavyweight mother, when she recently gave birth to a girl in the Tri-State Hospital, Shreveport. Press syndicate also had picture and story in many newspapers, and Walter Winchell mentioned it in his Sunday evening radio broadcast.

BEFORE RETURNING to winter quarters of Johnny J. Jones Exposition at Augusta, Ga., to oversee getting her Rocky Road to Dublin and Arcade ready for the season, Mrs. Bertha (Gyp) McDaniel visited with many acquaintances in the Southeast—following her visits in the North and at Gibsonton, Fla., which have previously been mentioned. Her visits included: With Tom and Belle Martin, at Mayport, Fla.; Mr. and Mrs. Roy Hoofer, of Port Stanley, Ont., at Melbourne, Fla.; Mr. and Mrs. W. D. Bartlett, at Miami; Bryan and Billie Woods, Doc and Bee Hamilton, and Mr. and Mrs. S. W. Brundage. During her stay at Miami the Bartletts entertained a number of acquaintances at their palatial home. One of the functions was a birthday dinner in honor of Mrs. Max Shaffer (sister of Mrs. Barlett). The attendance, besides Bill and Ruby Bartlett and Mrs. Shaffer and her husband, included: Dorothy Bartlett, Bryan and Billie Woods, "Mother" Lee, Bertha McDaniel, Frank and Anne Reid. After the dinner a dance and other festivities, and others joined the party, among them Pope and Anne Hudins, Max and Sadie Goodman, Hazel (Rocco) Ford, Elsie Clevenger (sister of Mrs. Ford), Minnie Simmonds, Curly and Deloris James, Jack and Lottie Gilbert, Mae Barrett, Ernie and Jean Delabatte, Philip Moreno.

World's Exposition Shows

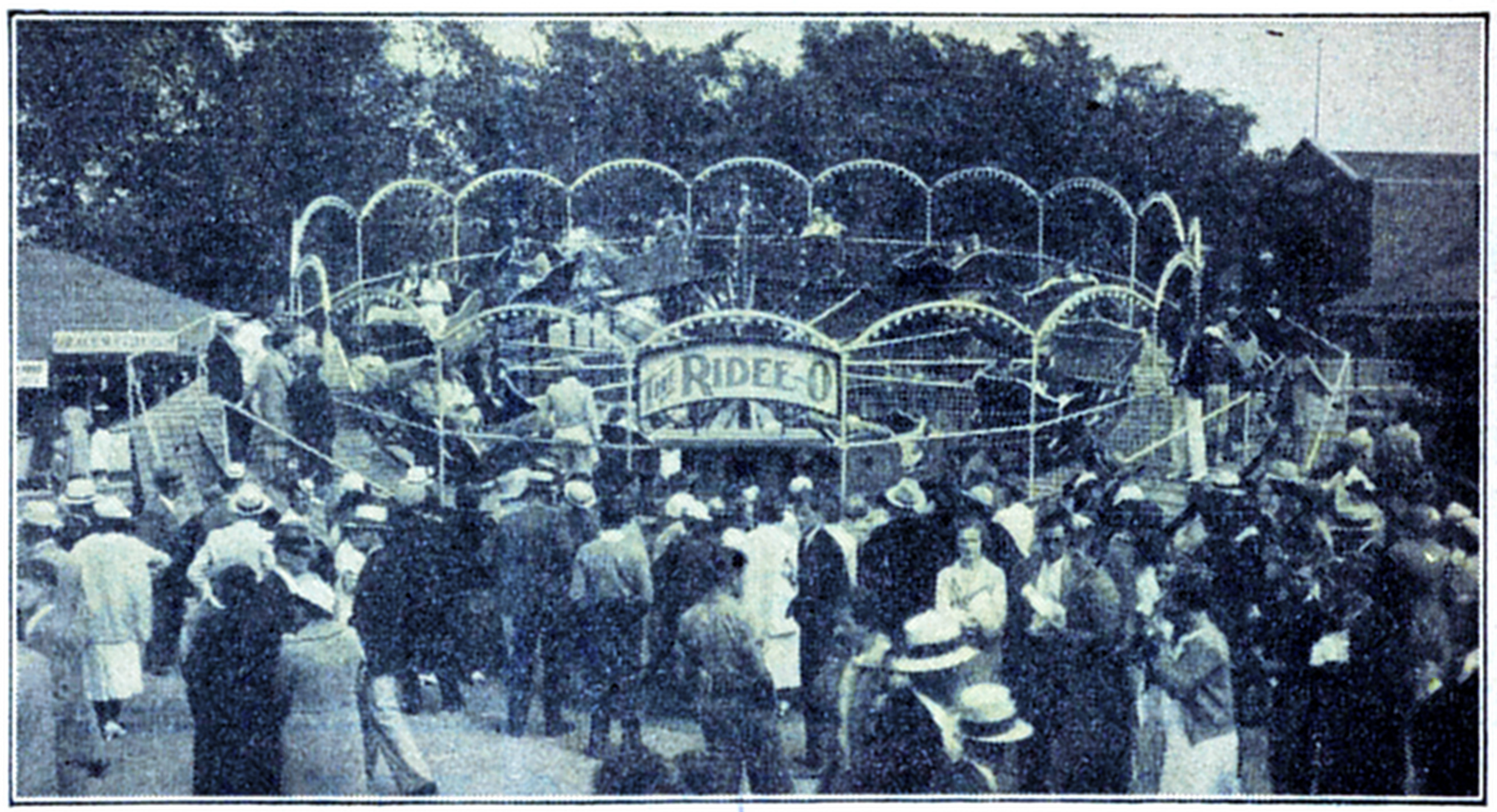
ROXBORO, N. C., April 4.—Work at winter quarters is in high speed, with more than 50 men getting the biggest show of this organization's career ready for its opening engagement at Greensboro, N. C., April 18. The management is pleased with the route of dates that General Agent Percy Martin has contracted. Manager Max Gruberg also recently returned from a successful booking trip.

The shows will have new fronts, designed by Whitey Hewitt and painted by Robert Wicks. E. B. Braden and the missus have arrived and are now located in Greensboro. Art Eldridge will be assistant to the manager this year and is here aiding Mr. Gruberg in carrying out his auspicious plans. A number of new attractions have been contracted. All of the rides have been repainted and rewired. Show will use more lights than ever before. George Kerestes, superintendent of rides, is on a trip north, buying new ride equipment. A complete roster of the show will be given later. All of which is from an executive of the show.

World of Mirth Shows

RICHMOND, Va., April 4.—Humming preparations greeted Max Linderman, general manager, when he arrived back in winter quarters here. He augmented the crew already at work with more men. Capt. John Lorenz, lion trainer, has a sextet of beautiful charges under his watchful eye, preparing them for a feature of Purtle's Meterdrome. Mrs. Purtle wants one of them as a companion when she rides in the pit. Thomas W. (Slim) Kelly has built a new, modernistic front for his Side Show. It is in line with his revolutionary ideas. An "Alligator Farm" recently purchased in Florida will be operated by Matt Webb. Ralph Smith, treasurer, has had his handsome office wagon refinished. Frank Bergen, assistant manager, has been keeping George Adams, scenic artist, and a crew of men busy redecorating all equipment, while Trainmaster Don Montgomery is getting the train ready for its long tour. L. H. (Doc) Cann is successfully working in the East on early contracts. All of which is from an executive of the show.

RIDEE-O
THE TOP MONEY RIDE ON FIVE MAJOR SHOWS
PEP UP YOUR MIDWAY AND FATTEN YOUR BANK ROLL WITH THIS
PROVEN PERFECTED RIDE



RIDEE-O FACTS FROM RIDEE-O OWNERS:
"Grossed $1,885.95 first five days of operation." (1935)
"16,000 customers in 9 hours Sunday."
"Has topped all other rides. I am mighty pleased."
"Grossed $608.15 Saturday, $2,807.05 for 6 days." (1934)
"It has a large repeat patronage—it is absolutely safe."
"Ridee-o is always at the top in receipts."
"Its speed and thrills answer the patrons' demands."
"For a thrilling, money-getting ride there has never been one to equal the Ridee-o—our most popular ride."
"I predict it will be a long time before a flashier, better-paying ride is built."
"Very easily to gilly—loads readily on two trailers."

MR. PARKMAN — MR. SHOWMAN
Here Is Your Opportunity—GRASP IT!

Loop-The-Loop, Kiddie Auto Rides, Carousselles
IMPROVED MODELS FOR 1936.

SPILLMAN ENGINEERING CORPORATION
NORTH TONAWANDA, N. Y.

Philadelphia

PHILADELPHIA, April 4.—Mike Zeigler left this week for Virginia, where he will open the season and then play some still spots on his way north to operate in this vicinity during the summer.

Leo, magician and sword swallower, appearing at the Eighth Street Museum, while practicing some new stunts with swords accidentally injured himself internally. For several days he was in a serious condition but has recovered sufficiently to work again.

Harry Heller was a visitor here from Newark and Paterson, N. J., during the week. Will shortly open his Acme Shows and is looking forward to a good season.

C. Jack Shaffer came in for a day looking up some material he will use during the coming season. Will have several attractions with one of the shows operating in New Jersey.

Ike Friedman, old-time carnival general agent, was in the city during the week. Expects to be with a carnival for the coming season.

S. A. Kerr, representing the Art Lewis Shows, came to the city for a few days looking up some matters in connection with the show he represents. Says is well booked for the season. Opens in Connecticut April 13.

E. J. C. Shows

ST. VITAL, Man., April 4.—Manager E. J. Casey will start the season on May 22 at this city, a suburb of Winnipeg, and will have 3 shows, 3 rides and about 20 concessions. For a while will play under auspices in the Winnipeg district and will then go westward, having promising engagements lined up, including Swan River, the Pas, Flin Flon, in the northern part of Manitoba; Rainy River, Emo, Dryden and Kenora, in Ontario, and other spots in Saskatchewan. Show will travel by trucks (where it can) and rail. This will be Manager Casey's third year on the road and he is looking for a bumper season this year. Have not done much painting yet. The weather has been so cold there is some delay. Usually get going on the paint and building about April 1. All of which is from an executive of the show.

1350 BINGO
Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, $5.25; 50 cards, $6; 75 cards, $6.50; 100 cards, $10; 150 cards, $12.50; 200 cards, $15; 250 cards, $17.50; 300 cards, $20. Remaining 700 cards sold 100 cards each, $7.

Set of 20 Lightweight Bingo Cards, $1.00.

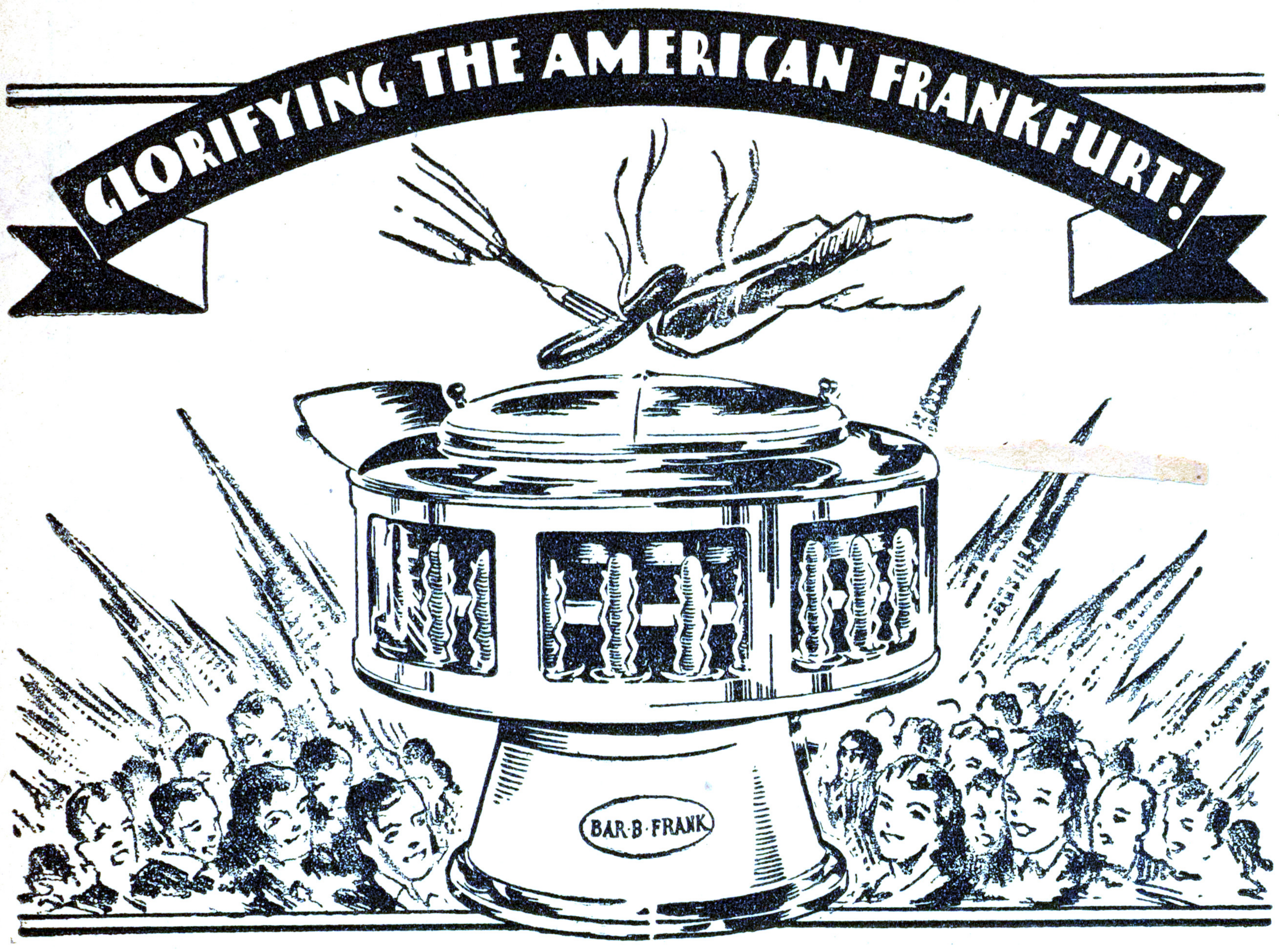
3000 KENO
Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, $5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS
Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, $1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class......$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
Bingo Record Sheets, 24x36, 20 for..... 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.
J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

CANDY FLOSS & CORN POPPERS
Cheapest, best, genuine; many models; 10 patents Floss, $45 up. Gasoline Poppers, $28. Elec., $30. Also Burners, Parts, etc. Guaranteed. Catalog Free.
NATIONAL FLOSS MACHINE CO.
310 East 35th St., New York City

WANTED for
ATLANTIC BEACH PARK
ATLANTIC HIGHLANDS, N. J.
(1 hour Daily Boat Trips from New York Direct to Our Pier.)
Free admission. Free parking. Can use rides and concessions. Must be legitimate. Write above address.

POPCORN
South American, large yellow; Jap Hulless, small and tender; both guaranteed to pop. Mooney's Original Popcorn Seasoning, sold in 25 and 50 lb. drums or large barrels, used by the majority of popcorn machine operators. Jumbo Peanuts, roasted fresh daily. Five and ten-cent cartons, bags, glucose, cheese coating and all supplies. Largest exclusive popcorn distributors in the East.
SYRACUSE POPCORN MACHINE & SUPPLY CO., INC., Syracuse, N. Y.



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DELICIOUSLY ROASTED FRANKFURTS
ELECTRICALLY OPERATED
CATCHES EVERY EYE—BRINGS THEM IN TO BUY.

Color — light — and motion! This new electrically-operated machine revolves the Frankfurts in full view of the hungry public. A sensational advance in making the quick lunch attractive. For taverns, amusement parks, restaurants, roadside stands and everywhere the public gathers. A sure money-maker!

All-electric — thermostat control — chromium plated and baked enamel finish. Serves from 1 to 350 Frankfurts per hour. Will keep rolls and cooked frankfurts warm and fresh from 5-7 hours. Plugs in any socket. Economical to run. Send for full details.

FREE for limited time: With each machine a genuine Neon Red Tube illuminating the interior of machine—very flashy. Also lithographed sign and advertising material.

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Territories Open For Distributors

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WIRE ROPES for RIDING DEVICES

Whip—Caterpillar—Lindy Loop—Hey-Day—Tilt-A-Whirl
All Work by Expert Splicers

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FRUIT CONCENTRATES
ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE SOFT DRINK OR ICE BALL STANDS.

Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the finest you have ever used.

Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price $2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35c each, any three for $1.00.

SEND FOR YOURS RIGHT AWAY.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati

CARROUSEL RINGS
Brightly Polished Steel, Also Brass Rings.
Manufactured for 30 Years by
INTERNATIONAL CHAIN & MFG. CO. YORK, PENNA.
WRITE FOR PRICES

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 4.—Several weeks ago we mentioned in this column that Senator George B. Kelly had introduced a bill in the State Senate placing the manufacture and sale of frozen desserts under the control of the Department of Agriculture and Markets.

A copy of the bill has been obtained by the ACA office and for the information of our members we give herewith a summary of its provisions so far as applicable to the carnival industry.

It should be borne in mind that legislation has been on the statute books of New York State since March 1, 1933, controlling the manufacture of frozen custard and similar desserts.

The new bill repeals the old provisions and extends its application to frozen custard which is specifically named, to all milk products, ice creams, frozen custards, etc. The new definition of frozen custard specifies the ingredients which may and may not be used in the manufacture thereof. For those of our members who are interested in the direct statutory requirements of the same, we shall be glad to supply a copy of this portion of the bill.

In addition to extending the provisions of the present laws by definition, Senator Kelly's bill also abolishes the exception which previously obtained in favor of manufacturers of desserts to be sold by the manufacturer at retail and to hotels and restaurants who manufacture their own products to be sold to patrons. It is this exception which will bring the manufacturers of frozen custard in connection with carnivals under jurisdiction of the State Department.

In addition, each manufacturer who sells at retail, and hereto the application will be to the carnival industry, a two-dollar license fee will be charged. The bill provides that all fees received from licenses shall be credited to an enforcement fund and used for the enforcement of this law.

Shows contemplating playing New York State who are interested in the possible effect of the legislation are asked to communicate with us promptly.

The ACA office is in receipt of an interesting communication from Sol's Liberty Shows, one of our members, in which Manager Sam Solomon informs us that both of his units are booked solid for the coming season.

The New York State Assembly has approved a bill which would permit the sale of alcoholic beverages in connection with amusement enterprises. This bill is sponsored largely by New York City theaters, but there is serious doubt as to whether the Senate will pass the bill, primarily because the State Liquor Authority is generally opposed to it.

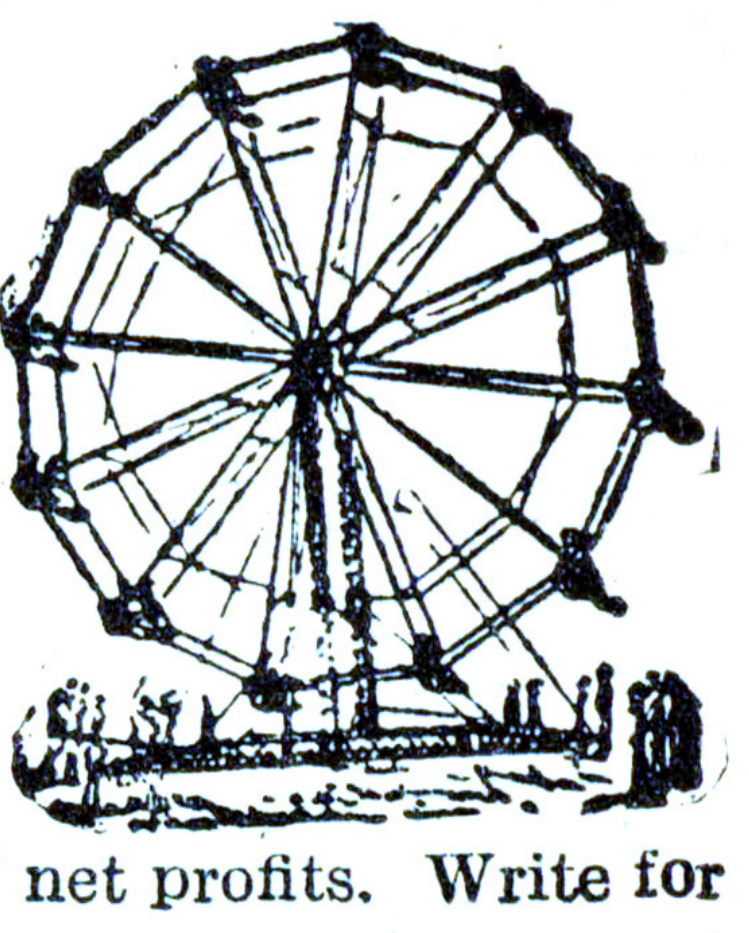
An odd development has taken place in the railroad transportation situation, which is gleaned from the fact that many of the Eastern carriers have announced a pickup and delivery service commencing April 1. Obviously, this additional service, without charge, is for the purpose of better competing with motorized carriers. Incidentally, we are informed that many of the railroads are now acquiring control of various interstate trucking lines and are asking permission of the Interstate Commerce Commission to [illegible] up new truck subsidiaries. It has [illegible]o been noted that some of the railroads have made investments in the larger bus lines.

Insofar as the carnival industry is concerned this is a clear manifestation that the railroad carrier is coming to the realization it must meet the competition of the motorized carrier and indications are favorable indeed, that when the matter has reached a more certain status, the relief demanded by the carnival industry will be granted.

Midwest Shows

INDIANAPOLIS, April 4.—The equipment is being prepared for the coming season, which is slated to start April 25 at Kokomo, Ind. The roster will include Merry-Go-Round (Allan Herschell three-abreast), Big Eli Wheel, Chairplane, Jack Adams' Athletic Show, Captain Ellis' high dive, Frank Meeker's band and free act, Charles Davis' calliope; Al and Fay Fromuth, cookhouse; Clea Kent, crackerjack; R. L. Daily, photo machine; Ben Williams, corn game and other concessions; Jack Riley, palmistry; Stucky, electrician; Jack Doty, legal adjuster.

BESSIE HARRIS.



BETTER BUSINESS AHEAD

The outlook for 1936 is for bigger and better receipts on the No. 5 Wheel. As conditions improve, more money will be spent, and bigger receipts will be taken. One No. 5 in Chicago averaged $72.00 per week better business in 1935 than in 1934. The BIG ELI is always popular, that's why it's a sure payer of net profits. Write for additional information.

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Builders of Dependable Products.
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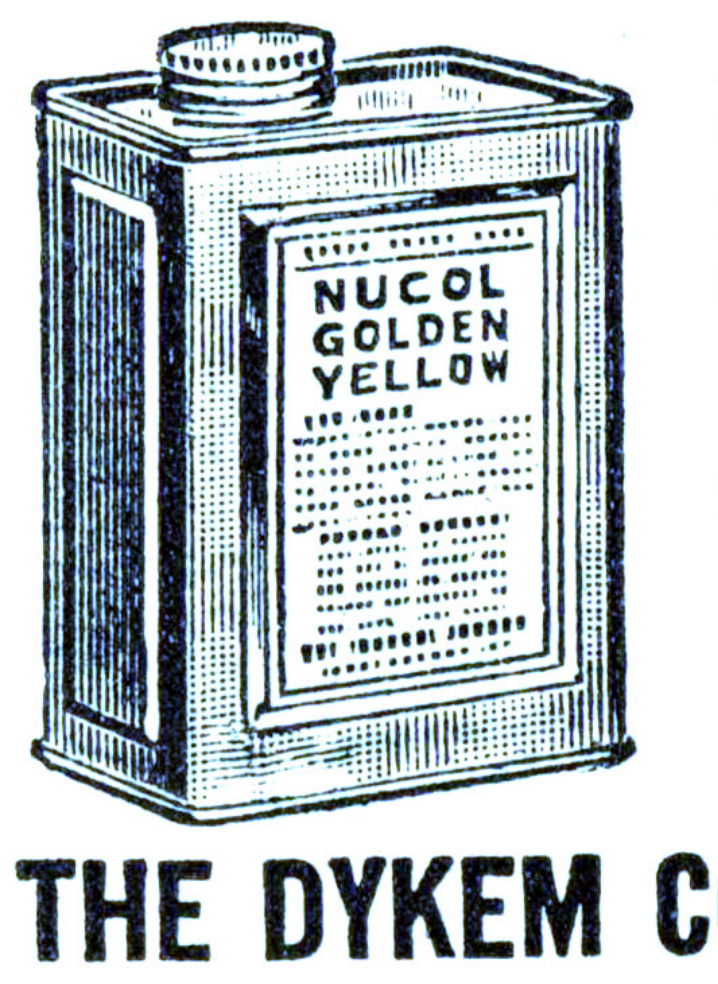

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NUCOL Golden Yellow

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ELLMAN SHOWS
OPEN KENOSHA, WIS., MAY 9th
2 Saturdays—2 Sundays

WANT—Shows of all kinds. Good proposition to Ten-in-One. Concessions—All open, cookhouse, corn game, lead, photo, pitch, etc. **RIDES**—Will book Ferris Wheel and Loop-o-Plane. **RIDE HELP**—For Merry, Chair, Auto, Aeroplane. Want Truck Drivers. People with us before get in touch.

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2239 No. 56th St., Milwaukee, Wis.

RELIABLE "AMERICAN"
GASOLINE BURNERS
Stoves, Lanterns, Tanks, Generators, Wire, Etc.
Let us replace your old worn-out equipment.
ECONOMY SUPPLY CO.
126 E. Pearl Street, CINCINNATI, O.

for Snack Profits
SEE INSIDE BACK COVER

FOR SALE

Fun-On-The Farm, mounted on Mack Truck. Price for both, **$1,200.** Show Boat, also mounted on Mack Truck, **$600,** or **$300** without truck; 3 abreast Spillman Merry-Go-Round, **$600.** Address **SAM ANDERSON, Fair Grounds, Northampton, Mass.**

MINER MODEL SHOWS—Grand Spring Opening Saturday, April 25th to May the 2d, Boyertown, Pa., in the heart of town, using streets and lot. Will play towns not hit by floods. Want Loop-O-Plane and Merry-Go-Round and One Flat Ride. Can book a few more Concessions at fifteen per week or two for twenty-five dollars, with the X. Have opening for a few more shows with or without outfits. Candy Spindle, Cotton Candy, Snow Ice, High Striker, ten dollars per week. Address all mail to **R. H. MINER, 161 Chamber St., Phillipsburg, N. J.**

W. E. West Motorized Shows
Now Booking Shows and Concessions.
CAN PLACE Show People, Ride Help, capable Concessions and Ball Game Agents. Will play Oklahoma, Kansas and Nebraska. WILL SELL two Tents, 20x30 and 30x30, good shape, $35.00 Each. Fair Secretaries and Picnic Committees write me. Show opens April 18, McLoud, Okla. Write or wire

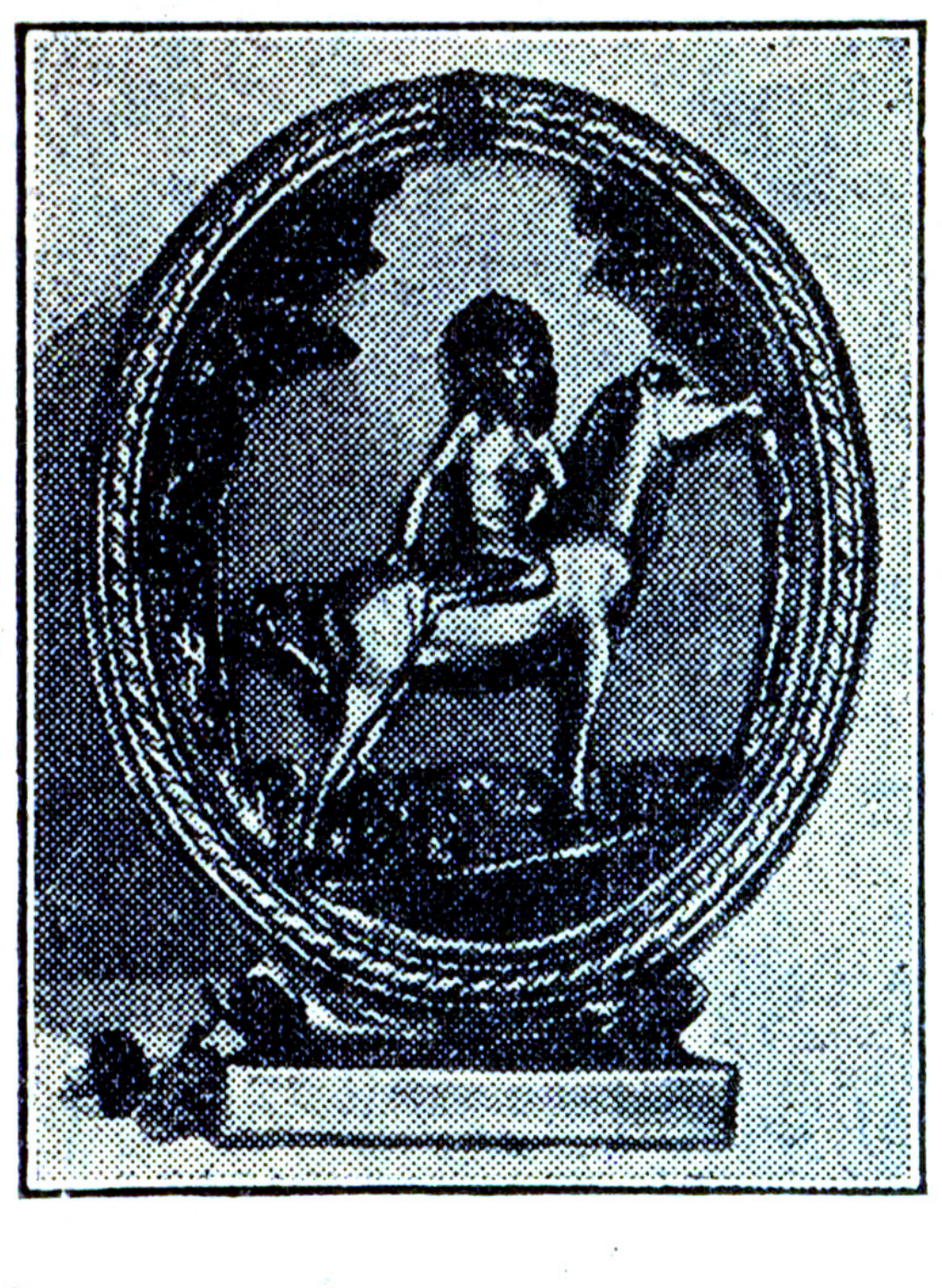
W. E. WEST,
1719 N. W. 32d St., Oklahoma City, Okla.

Cunningham's Expo. Shows (Opening May 2, 1936)
WANTED: Cook House, American Palmistry, Long Range Gallery, Pitch-'Till-U-Win, Bumper Joint, Scales, Frozen Custard, Penny Arcade, Darts, Cat Rack, Clothes Pin, Duck Pond. Shows with own transportation: Illusion, Mechanical City, Fun House, Mickey Mouse, Athletic, Animal and Pit, Monkey Motordrome, Hawaiian Show, Minstrel Show, Ten-in-One Show, or any other show except Girl Show. Address: **NEW MATAMORAS, O.**

C. H. TOTHILL'S ATTRACTIONS
Now booking Concessions, Shows with own outfits.
167 WASHBURN ST., LOCKPORT, N. Y.

WANTED Circus or Carnival Location for Frozen Custard All-Electric Outfit Mounted on Ford V-8 Truck. Pictures on request.
G. F. THOMA REFRESHMENT CO.,
1412 Superior, N. E., Canton, Ohio.

FOR SALE 1 Kingery Popcorn Popper and Candy Kettle. Good condition. **OLSEN, 198-28 33rd Ave., Bayside West, Long Island, N. Y.**



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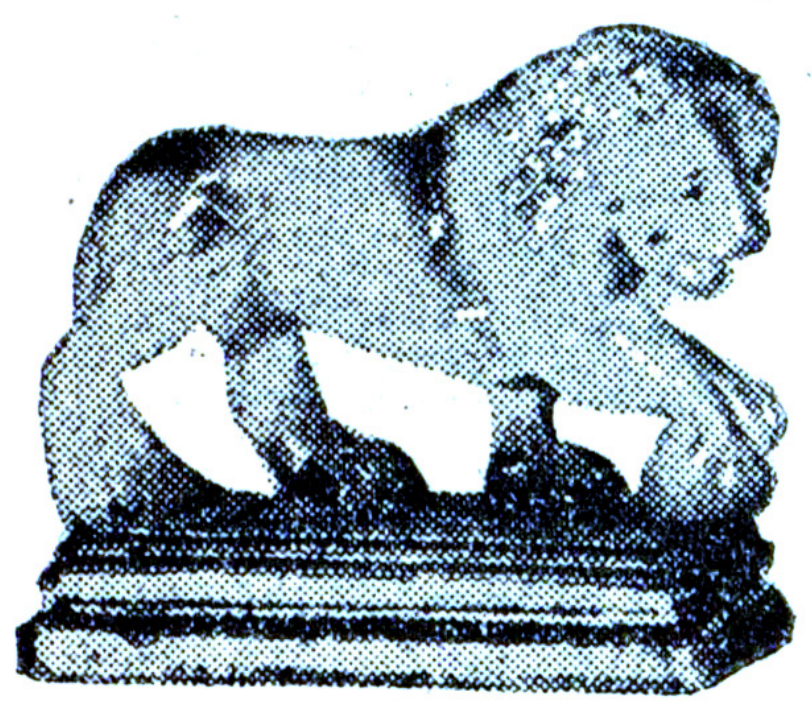

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The finest Pop Corn Container on the market. Sold by leading pop corn jobbers in all parts of the U. S.
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POPCORN OPERATORS! Make extra money! Increase your sales and profits with "CHEESE-COATED POPCORN." A proven success. Sensational seller—retail or wholesale. We furnish complete outfit for making this new, tasty product. For ONLY $25.00. Supplies furnished separately if desired. Write today for complete information.
SAMPLE OF CHEESE-COATED POPCORN, 10c
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FOR SALE or TRADE
Fun on the Farm, now stored in Ft. Worth, Tex. Want to book double Kiddie-Ride, consisting of Automobiles and Airplanes. Have own transportation. Write
JAMES PATTERSON, Paola, Kan.

GOLDEN WEST SHOWS
Want Erie Diggers, High Striker, Hoopla, all kinds of Legitimate Concessions. Could use good Pit Show People. Have top and front for good Illusion, or will buy. Could use good ride help. Will buy 30x40 Athletic Tent, Khaki.
GOLDEN WEST SHOWS,
4262 Thomas Ave., No., Minneapolis, Minn.

CATERPILLAR TUNNELS
MERRY-GO-ROUND TOPS
FERRIS WHEEL SEAT COVERS
SAVE 40 PER CENT.
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Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., April 4.—Jack Brooks left the Robot show and is now on the front of Boulder Dam Exhibition. . . . Rusty Young and Jack Bailey visited friends on the midway last week. . . . Manager Joe Glacy, of Hix's "Strange as It Seems" museum and theater, has added several features, among them Francis O'Connor, armless wonder, and Pedro Gomez, bullet-proof man. Glacy will shortly leave for Cleveland to install a "Strange as It Seems" show at the Great Lakes Exposition for the Madill interests. . . . John Silvera's auction store has opened in Spanish Village, with Nat Shufro and Nat Golden the talkers. . . . Mo Siegel is lecturing on Alpha, the Robot, for Professor May. . . . Temple Regnee, palmistry concession, has Madam Leslie and Ed Fielding as readers.

Ruth Cubitt, until recently queen of Nudist Colony in Zoro Gardens, broke her arm. She was succeeded by her sister, Florence (Tanya), who has been named new queen since her return from New York this week. . . . Singer's Midgets, under the management of Leo Singer, are now being featured in Midget Circus. In the party are Nita Krebs, Christy Buresh, Ludi Buresh, Eddie Buresh, Fini Balluch, Franz Balluch, Karl Kosiczky, Jacob Gerlich, Carlo Manzo, Jacob Hofbauer, Freddy Retter, Victor Wetter, Ben Stone and Sandor Roka. . . . Darto game has resumed business under court injunction. . . . Paul Termine and his 14-piece Cafe of the World Orchestra made a Pacific Coast broadcast over KFSD and NBC last week. . . . Wallace Beery and Ken Maynard took in the midway last week, visting all attractions. . . . George T. McCarthy, concession manager, is on a trip to Arizona in the interest of the exposition's exploitation department. . . . Elmer Woodbury is manager of the coffee shop in the Cafe of the World operated by J. S. Madill and Charles Davis.

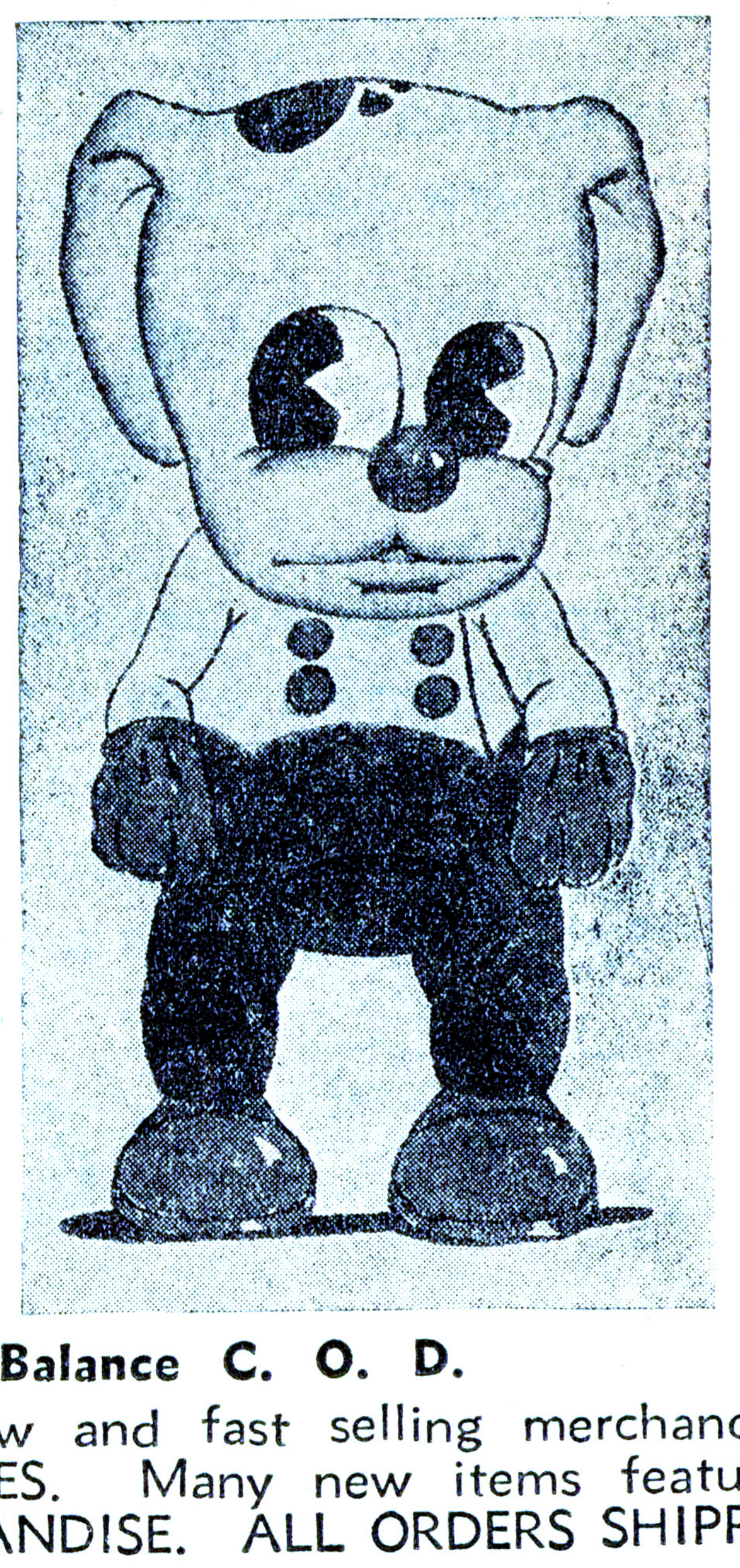
The shooting gallery had an interesting visitor last week, and the clay pigeons took severe punishment at the dainty hands of petite Hizi Koyke, nationally famous Japanese soprano and star of *Madame Butterfly* with the San Carlo Opera Company. Miss Koyke visited the midway with Bradford Mills, manager of the San Carlo Opera Company, and Ralph Hayward, former manager of *The Drunkard*. After shooting pigeons with accurcy the party visited the Days of '49 and were entertained by Manager Humke. The Beef Trust Girls, who make up the unique chorus, brought smiles to the face of the famous singer. . . . Gladys Bowen, Spanish dancer, many colorful presentations at the exposition have done much in furthering an old Castillian atmosphere. . . . Merkley's Musical Maids, under direction of Walter Reeves, and the picturesque Bonham Boys' Band, under direction of Jules Jacques, have been a colorful part of the exposition's music. Park Carr's Accordion Band of 75 players are also heard in attractive programs. . . . The first elephant brought to the United States by Frank Buck, Mitzi, is featured in the Midget Circus, handled by Capt. Charles Becker, midget.

Volunteer State Exposition

Cleveland, Tenn. Week ended March 28. Location, Johnson's showgrounds. Weather, continuous rain six days.

This section experienced the heaviest rainfall in years, making it almost impossible to open at all, altho the lot is very hard and easily drained. Reports received from Sweetwater that the town was covered by two feet of water halted the show's move to that spot, so the show remained over. The show has a newly formed "Goodfellows' Club," which has installed the following officers: Bob White, president; Mrs. McGill, vice-president; Clifford Parrish, secretary; Mrs. O. J. Beatty, treasurer; Harry Hunting, judge; Marty Rose, prosecutor; Art Doggert, sheriff; assistant sheriffs, Roy Blake and Pistol Pete. E. B. Braden was a visitor and commented upon the nice appearance of the show. Manager Roy Blake has placed an order for more new canvas.

CHARLES PYLE.



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Movie Comic Character. Made of UNBREAKABLE WOOD PULP. 12 inches high. Movable Arms and Legs. Each Tobie comes in 5 outstanding colors. Packed individually in many colored box.
In Doz. Lots Only. EACH 37½c
DOZEN $4.50
25% Deposit With Order, Balance C. O. D.
We carry the most complete line of new and fast selling merchandise for PARKS, FAIRS and CONCESSIONAIRES. Many new items featured this year. LOW PRICES ON ALL MERCHANDISE. ALL ORDERS SHIPPED SAME DAY RECEIVED.
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Concession CANDY Packages
THRILLERS. (Give-A-Way Package) (Size 5"x2¾"x1") Per Case of 250 $2.75
WINNER . . (Intermediate Package) (Size 7¾"x5"x⅞") Per Case of 48 4.80
ALSO VARIOUS OTHER PACKAGES FROM 3½c TO 25c EA.
WRITE FOR COMPLETE PRICE LIST
LEIHY CANDY CO.
MAIN and VINE STREETS ST. LOUIS, MO.

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NOW ONLY $100
Here is a machine that positively will make pictures as good and as fast as any machine on the market. Priced low because it is built to render service without trouble—no frills, but attractive and practical. The paper feed is sure and positive. Requires no photo experience. Can be operated by anyone.
Now is the time to set yourself up in the photo business—don't wait until some one else grabs the good spots.
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BEANO or CORN GAME CARDS
Six-Ply Extra Heavy, 118 Cards, Check Card, Pills, $4.00 per Set, complete.
Paper Bingo or Beano Cards, 3,000 to Set, no two cards alike. Get our Quantity Price.
Also all kinds of Carnival and Beano or Bingo Supplies. Ask for our prices first, as we are never knowingly undersold.
ONE OF OUR SPRING SPECIALS:
17-Piece TEA SET, Fancy Decoration. Per Set, $1.00.
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NEW ENGLAND DOLL & NOVELTY CO., Inc.
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The Last "Word" in Your Letter to Advertisers, "Billboard".

FAIR AT HOME SHOWS, INC.

FORMERLY

Traver Chautauqua Shows, Inc.

12 Rides 3 Free Acts

Announces

Show will take the road, opening April 25th, starting a new era and idea in outdoor show business.

Want

Good, clean money-getting shows write or wire what you have. Will furnish outfit to recognized shows. Also concessions of all kinds that are legitimate. Lucky boys, save your time and ours, as this outfit will not tolerate grift of any kind. Making real concessions a paying business.

Call

All ride men, showmen and contract holders come on to Winter Quarters, Teaneck, N. J.; others wire or write show or

GEO. W. TRAVER, Mgr., 39 No. Summit Ave., Chatham, N. J.

WARNING!

CARNIVAL COMPANIES, CIRCUSES, SIDE SHOWS, AMUSEMENT PARKS AND OTHERS will be held liable for permitting or allowing the name of FRANK BUCK to be used in connection with any show, exhibit or display.

REWARD OFFERED

for information leading to conviction.

FRANK BUCK

Frank Buck Enterprises, Inc., Amityville, L. I., N. Y.

Two Saturdays, Two Sundays, OPEN APRIL 24th

COMBINED HELLER'S ACME SHOWS, INC. C. JACK SCHAFFER SHOWS COMBINED

Want Concessions of all kinds. Must be legitimate. Good proposition for Cook House, as all shows and rides owned by company. Want to hear from Free Acts, Show People; want Man Calliope Player—preference given to those we know. Want ride help, canvas man. Fred Dupree, Charlie Houston, Phil Cushing, write. Cast your lot with this show this season and you will not go wrong, as we know our territory and never follow others in New Jersey, New York and Pennsylvania. Our first Fair opens August 17th in Pennsylvania, with five other good Fairs to follow. All ride help and concessions write **HARRY HELLER, 477 N. 11th St., Newark, N. J., or Phone Humboldt 3-0474.** All Show People write **C. JACK SCHAFFER, 108 Market St., Paterson, N. J.**

"HELLO WESTERN CANADA" THE E. J. C. "All Canadian" SHOWS

Opening St. Vital, Manitoba, May 22d. Under strong auspices. Can Place Shows, Rides and Legitimate Concessions that do not conflict. Playing Manitoba, Saskatchewan and Western Ontario Fairs and Celebrations.

E. J. CASEY, 58 Fifth Ave., St. Vital, Manitoba.

Want KEYSTONE SHOWS *Want*

OPENING DATE, LATROBE, PA., APRIL 30th.

Concessions All Open. Will sell exclusive on Bingo, Frozen Custard, Candy Apples, Cookhouse.

Shows—Will book any money-getting shows with or without your own outfits.

Rides—All Rides booked except Loop-o-Plane, Loop the Loop or any flat ride.

All Address C. A. HARTZBERG, Manager, Latrobe, Pa.

Conklin Shows Rides for Sale Conklin Shows

12 Car WHIP, $1,500. No. 5 Eli Wheel, $2,500. Travers MIX UP, $1,000. These three rides are stored in Hamilton, Ontario. All in first-class mechanical condition. **SWOOPER, $1,000—only used 12 weeks. Parker Two Abreast Merry-Go-Round, $1,500.** These two rides are also in first-class condition and are stored in Vancouver, B. C. Will book Legitimate Concessions, and will sell exclusive on Novelties for over 25 fairs. Apply,

J. W. CONKLIN, P. O. Box 31, Hamilton, Ontario, Can.

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WHICH INVITE

Your Investigation and Inspection

WORLD OF MIRTH SHOWS

Strongest, Largest, Finest—Now or Ever

All people holding contracts with this show are advised to get in touch with me at William Byrd Hotel, Richmond, Va. Show train will leave on May 1.

MAX LINDERMAN, Gen. Mgr.

BECKMANN & GERETY SHOWS

World's Largest Carnival Attractions
Opening the Season of 1936 at
THE FIESTA SAN JACINTO AND BATTLE OF FLOWERS
San Antonio, Tex., April 20

Can Use Competent Ride Help of all kinds after April 15th.

Address:
BECKMANN & GERETY SHOWS,
301 Duval St., San Antonio, Tex.

SIMS' GREATER AND UNITED SHOWS OF CANADA COMBINED

Have opening for American Palmistry, Country Store Spindle, Crockery, or other Legitimate Concessions. Show opens April 25th at Windsor, Ontario. Have for sale on account of adding other rides: A 12-Bucket Whip, A-1 shape, $1,800.00; also Travers' Mixup, perfect condition, $1,000.00. Apply to

FRED W. SIMS,
16 Bay St., So., Hamilton, Ontario, Can.

J. J. Page at Columbia, S. C.

COLUMBIA, S. C., April 4.—J. J. Page Shows made their debut here last Saturday under sponsorship of Elks and with a downtown location. Fair weather brought out a large attendance. A live committee which did everything in its power to make the engagement a success.

The show left its winter quarters in Augusta last week resplendent in the show's color scheme of blue and white. All of the fronts were repainted; a new arch was built for the twin Ferris Wheels. A new marquee for the entrance, with varicolored wall on either side, is an added flash. The shows, rides and concessions are ablaze with lights, giving the midway a bright appearance.

Shows: Circus Side Show, managed by Professor Shapiro. Minstrel Show, managed by Pig Jones; Frank Sheppard on the front. Sex Show, handled by Mickey Mansion. Tex Thorpe's Athletic Show. Doc Warren's Five-in-One. Robinson's Hawaiian Show. Ubangi and Harem, managed by Sailor Joe Simmons. Anderson's Strange Girl. Jungle Show and Monkey Family, managed by Edgar Frank.

Rides: Twin Ferris Wheels, Merry-Go-Round, Chairplane, Kiddie Autos, Tilt-a-Whirl, Loop-o-Plane.

Concessions: Roy Fann, two; Bill and Helen Moore, two; Jimmy Finnegan, one; Charlie Phillion, one; Jack Rainey and Wade Beard, one; Doug Wright, one; Carl and Rose Jackson, three; Mike Faust, four; Milt Cohen, two; Harry Biggs, two; Earl Williams, one; Leroy Barnes, one; H. M. Money, one; L. S. Friend, one; Buck Denby, two; Humpy Evans, two; C. F. Tidball, one.

Staff: J. J. Page, manager; Col. Buck Denby, business manager; Mrs. R. E. Savage, secretary; William R. (Red) Hicks, general agent; the writer, R. E. Savage, agent and press; Roy Fann, trainmaster and lot superintendent; C. F. Tidball, superintendent lights.

L. J. Heth Shows

Ensley, Ala. Week ended March 29. Auspices, Post No. 35, American Legion. Weather, variable. Business, fair.

Torrential rains which drove the patrons scurrying for cover and brought business to a standstill on Tuesday and Friday nights. Herculean efforts on the part of the lot crew who stemmed a sea of mud made possible two big nights, Thursday and Saturday. Saturday found the midway thronged with eager people who patronized the rides and shows in a manner reminiscent of 1928. After one more week the show ends its engagements in the vicinity of Birmingham. Manager Heth has been the recipient of felicitations from many showmen on his local success despite occasional inclement weather. Mrs. Heth has had her All Girl Revue in rehearsal at the winter quarters in North Birmingham, and the stage and walk-around runway, as well as the front and seats, are completed for this attraction, which, while not the largest, will be one of the smartest on the road. "Sound Truck" O'Hara has taken over the cookhouse and will manage this in conjunction with his other duties in advance. The writer joined recently from Kansas City and will assume a variety of duties, handling publicity and assisting with the bookings. Bill Pink's Tilt-a-Whirl whizzed its receipts to the top mark. **WALTER HALE.**

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for DATES and PAPER

ONE DAY SERVICE

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POPCORN -:- PEANUTS

Bags, Cartons, Seasoning, Popping Oil, Equipment, Etc. Satisfaction guaranteed. We specialize to the Trade on Corn that Pops Volume!

MOSS BROS. ROASTING CO.
PHILADELPHIA, PA.

Utah Art Doll Co.

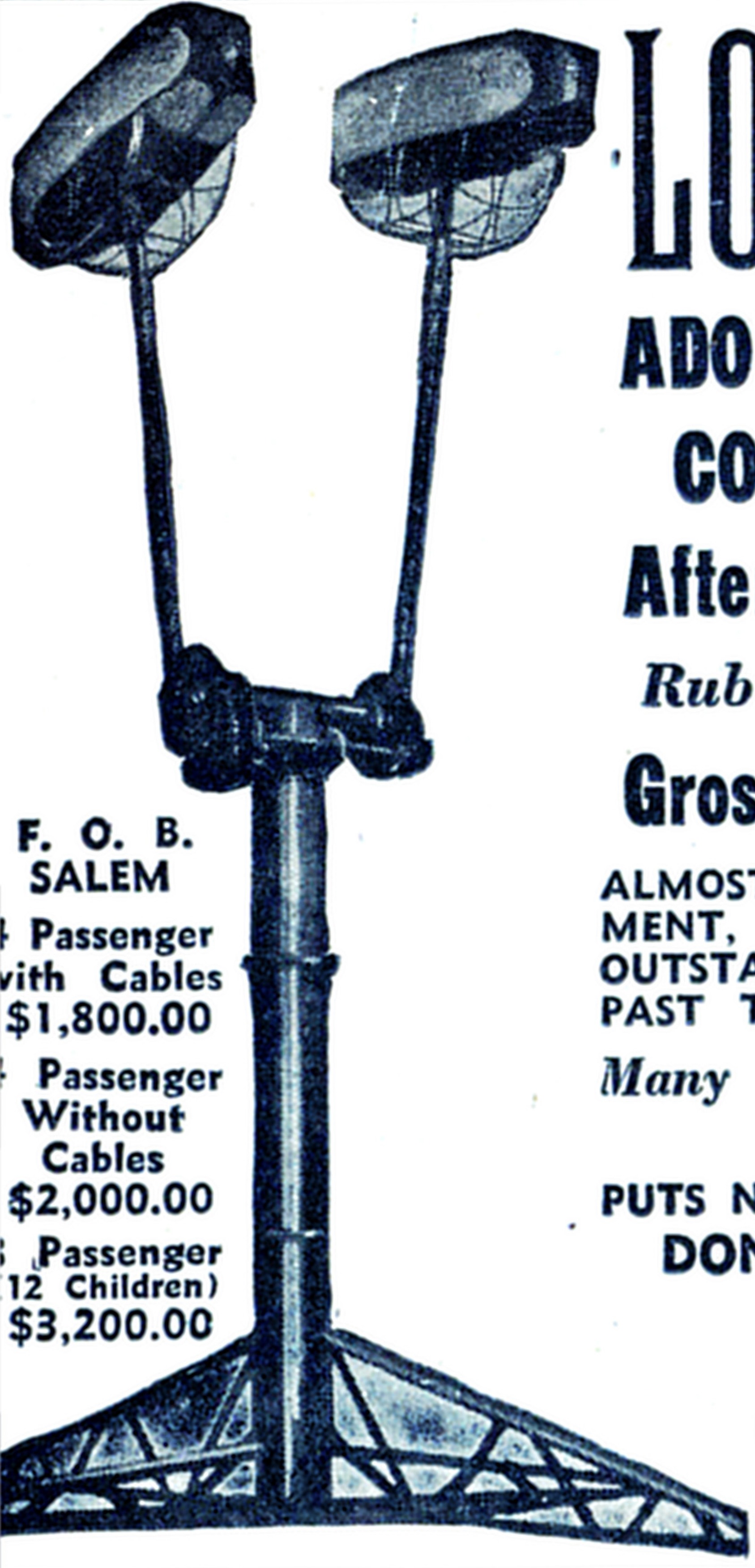
249 West 3rd St., SALT LAKE CITY, UTAH.
All lines of Plaster Composition, Beacon Blankets, Clocks, Lamps and Slum.

WANTED AT ONCE

For "Hall of Science," Man to Lecture on Unborn Specimens and handle Added Attractions. Good second openings and real Fire Eater. Richard Jump, Bill Mayfield, Bojo Mayfield, wire at once to DR. R. GARFIELD or TOM SCULLY.
SHEESLEY'S MIGHTY SHOWS, Salisbury, N. C.

RAY'S AMUSEMENT CO.

WANT Rides that don't conflict, Grind Shows, Concessions. Will furnish Tops for Shows. Have Corn Game complete for reliable party (no stock). X open on Erie Diggers, American Palmist and Cook House. No grift. **C. J. SCHINKEL, Manager, Montevideo, Minn.**



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Many Others Have Had Equally Fine Results

PUTS NEW LIFE AND EARNINGS IN A PARK

DON'T DELAY! WRITE TODAY!

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SALEM
Passenger
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(12 Children)
$3,200.00

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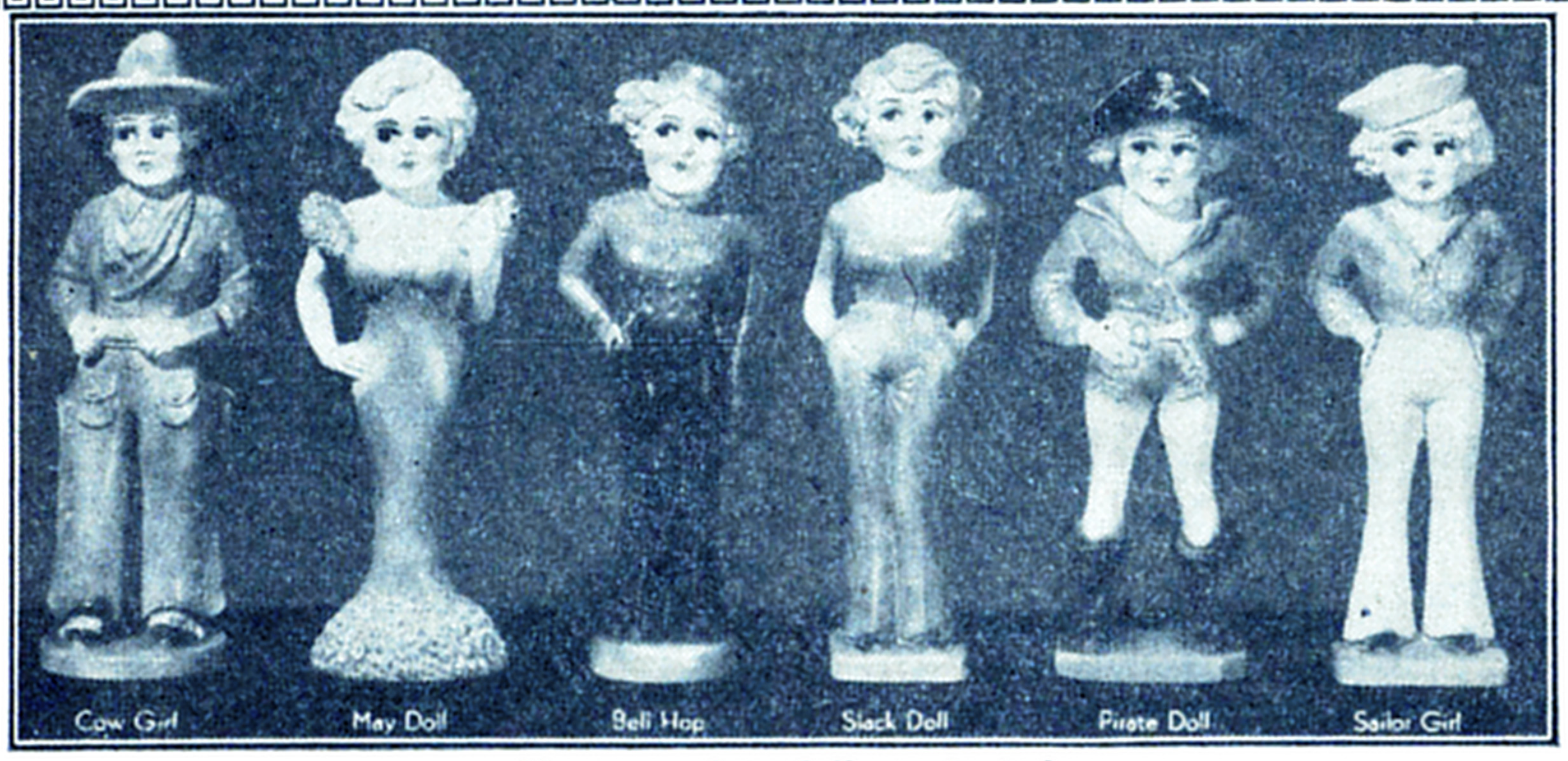
EYERLY LOOP-O-PLANES.
FOREIGN REPRESENTATIVES WANTED



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6 New Numbers 6

15 INCHES HIGH........25c EACH
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RADIO LAMPS—TABLE LAMPS—PLASTER—CLOCKS

Price List on Request. Largest Assortment in the West.

Wm. Rainwater & Co, 431 EAST LAKE
SEATTLE, WASH.

ATTENTION CONCESSIONERS AND OPERATORS

New ¼ Pound Packaged Chocolates and Confections. Biggest Flash on the Market. Big Open-Face Cellophaned Boxes.

ASSORTMENT OF 8 KINDS. PRICE $6.00 PER HUNDRED BOXES.

Terms—25% Deposit, Balance C. O. D.

Sample Assortment—12 Boxes, $1.00 Postpaid.

THE PURITAN CHOCOLATE CO., Cincinnati, Ohio

CUMBERLAND VALLEY SHOWS

OPENING APRIL 20. LEAVING WINTER QUARTERS, LA FAYETTE, GA., APRIL 17.

WANT WANT

Shows with or without outfits that don't conflict, Minstrel Show People. An organized show with Band preferred. Salary and percentage. Motordrome, Loop-o-Plane or any other Rides that don't conflict. WILL BUY Calliope. All legitimate Concessions open except Cook House and Corn Game. Prices right. Grifters save stamps. This show plays money territory, with long string of Fairs to follow. Jess Pendegrass come on. Address all mail to

ELLIS WINTON, Manager, Manchester, Tenn.

WM. BAZINET & SONS WANT

SHOWS AND CONCESSIONS. Everything open except Wheels, P. C., and Athletic Show. We open May 2. Playing three and five-day spots on Iron Range. Yes, we have the Paul Bunyan Exposition at Brainerd again, the only Nationally advertised spot in the Northwest. Good proposition for Cook House. Address: 626 Fifth St., N. E., Minneapolis, Minn.

ALL AMERICAN EXPOSITION SHOWS

OPENING MAY 15th IN SOUTH DAKOTA

Route of Thirty Celebrations and Fairs Booked.

CONCESSIONS—Can Place Legitimate Concessions that do not conflict. No racket wanted.
SHOWS—Want Shows that do not conflict. With or without outfit.
All Address: H. V. PETERSEN, General Manager, Yankton, S. D.

Is Your Subscription to The Billboard About To Expire?

Rubin & Cherry Exposition

ATLANTA, Ga., April 4.—Rubin & Cherry Exposition is preparing to inaugurate the 23rd season of Rubin & Cherry with the largest and finest array of attractions ever presented by Rubin Gruberg, president and general manager. The show will open here, April 18, as the midway attractions of the Dogwood Spring Festival to be staged of a week at Lakewood Park, for which Mike Benton, president Southeastern Fair Association, assisting in the arrangements. President Gruberg and his able helpmate, Mrs. Annie Gruberg, have spent money lavishly in preparing the equipments for new shows, massive showfronts, new tents, rides, paint, goldleaf and silverleaf, varnish and other necessities. Local business men have profited by the show's winter stay in Atlanta. Work at quarters is under the supervision of Mr. Gruberg and Joe Bedding, manager. P. J. McLane, trainmaster, has the 40-car train in readiness—painted in white enamel with goldleaf trimmings will consist of 26 flats, 4 box and baggage cars; 9 Pullman sleepers and 1 dining car. Twenty-four shows and 17 rides will be on the spring midway. Cleo Hoffman arrived from San Francisco to take management of "Lady in Red," musical comedy revue. The Godino "Siamese Twins" are here and will be a stellar attraction. The Royal Russian (Chapalinski) Midgets, Zeke Shumway's Motordrome, Harry Coffin's Shows, and Col. Wally Welliver's Snake Show are among the many other attractions. William E. Cain, chief electrician, and his assistant, Eddie Edwards, have the lighting system in readiness, housed in three huge electrical wagons with a total capacity of 450 k.w. and are installing the new indirect lighting system of beautiful designs. Louis (Peazy) Hoffman, special agent, is here and handling the outdoor advertising. Capt. Frank J. Lee, veteran agent, joins this week with his sound trucks and will handle the billing, advance radio broadcasts and tieups. Gus Woodhall has overhauled the palatial dining car. The Four Sensational Jacks is enroute from the West Coast as free act. Mrs. Charlie Blue is the guest of Mr. and Mrs. Harry Coffin, her daughter and son-in-law, for a brief visit. Capt. John Sheesley, Morris Miller and Max Goodman were recent visitors. Arthur Sharpe, treasurer, again in the office wagon, and Frank S. Reed, secretary, is starting his 23rd consecutive year with the show. Bert Minor is on job as lot superintendent. J. C. McCaffery, general agent, is North on a business trip. Rubin Gruberg was interviewed Monday by Robert Bunnelle, staff writer of the Associated Press.

The executive staff will have three office wagons, the main office, a new car for Mr. Gruberg's personal use and a new press wagon just out of shop. Entire color scheme of the show-wagons and other equipment is a radical departure from old ideas.

WALTER D. NEALAND.

Miner Model Shows

PHILLIPSBURG, N. J., April 4.—Work at winter quarters will be started in a few days. William Goodrich will be on hand to get the rides in shape, along with Bill Davis, Harry Mutchler and a crew of 10 helpers. Everything will be spick and span when the show makes its opening at Boyertown, Pa., April 25. Show will play New Jersey, Maryland and Pennsylvania. Its first fair will be in August at Abbottstown, Pa. Among the concessioners having signed up are T. A. Owens, two; Frank E. Walker, two; Leroy Krauss, four; Raymond Parker, one; Meyer Pimentell, one; E. O. Brown, two; L. Strasburg, two; Dick Santell, two; Bob Gillroy, two; Charlie S. Cole, one; Lee Colts, two. Show will carry four or five rides, six shows and about 30 concessons. R. H. MINER II.

Zimdars Greater Shows

Arkadelphia, Ark. Week ended March 28. No auspices. Weather, storm Monday night. Business, fair.

The storm on Monday did very little damage but the show lost that night's exhibiting. There were a number of showfolk visitors but the writer did not get their names. Harry Zimdars added two more International trucks to the outfit. F. Waldron building a nifty new midway cafe. Ray Wheelock added one more concession. "Tiger Bill" joined with ball rack. CHARLES SEIP.

NOW!

Cone Deliveries

Any town, any day, any quantity

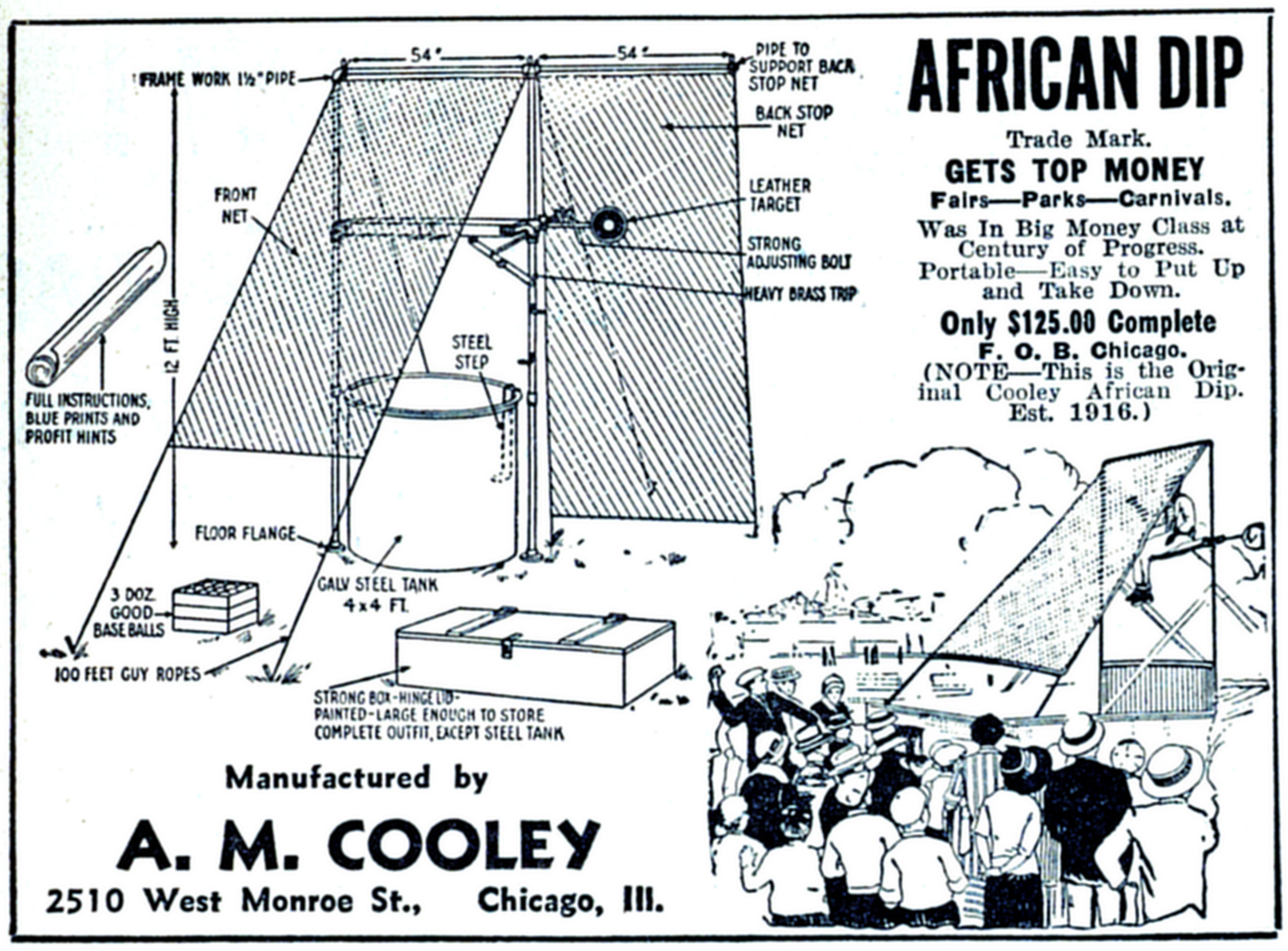
REAL CAKE CONES

250 N. B. C. Branches to serve you "on the lot"

Want to "travel light" on your cone supply? Then send us your itinerary, and we'll supply you with oven-fresh, extra-crisp, National Biscuit Real Cake Cones at every stop along the way!

This service means you can end breakage, losses and hauling worries. What's more your cones will *taste* better and *sell* better because they're *fresher*. Mail us your list of towns today—and we'll send you prices and *free* samples at once.

NATIONAL BISCUIT COMPANY
449 W. 14th St., New York, N. Y.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FRAME WORK 1½" PIPE
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Fairs—Parks—Carnivals.

Was In Big Money Class at Century of Progress. Portable—Easy to Put Up and Take Down.

Only $125.00 Complete

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★ DeLUXE SHOWS of AMERICA ★

"All That the Name Implies"

OPENS APRIL 25

Playing Best Spots in the East

●

12 FAIRS and 12 Promotions Booked

To Secretaries and Committees: We have a few weeks still open. Write at once.

WE WANT AT ONCE:

Can use any meritorious show not conflicting. Will finance responsible showmen with good ideas.

Talker and Manager for Monkey Speedway.

Manager for Broadway Follies who can supply A-1 talent. Equipment for this show is brand new and has panel fronts.

RIDES—Will buy or book No. 5 or No. 12 Eli Wheel, Loop-the-Loop, Loop-a-Plane, Caterpillar.

CONCESSIONS—Nels Winget wants agents for Merchandise Wheels. Legitimate Grind Stores. Pitch-Till-You-Win, Hoop-La, Knife Rack, Watch-La, String Game, etc. One of a kind.

THIS SHOW DOES NOT TOLERATE GRIFT

S. E. PRELL, Gen. Mgr. 36 Green St., Newark, N. J.

Hoot Gibson

Post Cards for Penny Arcades, Parks, Beaches and Vending Machines

Fortune Tellers, Future Partners, License Cards, Horoscope Cards, Cowboys, Movie Stars, Baseball Players, Etc.

PRICE, $2.60 PER 1,000, F. O. B. PHILADELPHIA.

BINGO CARDS—96, with Paper Marker and Tally Sheet, $2.00 Set. Lots of 5 or More, $1.50 Set.

Special Designs Made to Your Order.

UNITED POST CARD SUPPLY CO.

26 Strawberry Street, PHILADELPHIA, PA.

BRIDGE KENO

IMPORTANT—The Only KENO GAME—with Playing Cards. Much Faster and More Fascinating Than Old Style Keno.

The Biggest Money-Maker at Atlantic City, Miami Beach and Other Resorts. WILL BE THIS SEASON'S TOP MONEY MAKER FOR YOU, TOO.

SPECIAL INTRODUCTORY OFFER, 100 Card Sets, $7.50

(No Duplicates)

(NOTE—This Offer Good Until April 30 Only. Regular Price, $10.00.)

Especially constructed of heavy board, to stand constant wear of repeated usage.

Larger Sets and Wheels Made to Order. Small (Home) Sets Ideal for Premiums. Write for Catalog.

KLAUBER NOVELTY CO., Inc., 538 S. Wells Street, CHICAGO, ILL. 34 E. 23d Street, NEW YORK, N. Y.

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RIDE PEOPLE

Want Fast Loaders for Dangler, Chair-O-Plane and Ferris Wheel. Sober, careful.

WILL BUY KIDDIE RIDE.

MUSEUM ACTS

One Freak (Alice Schmidt Higgenbothen, write), one working act, Talker, Grinder.

WANT FEATURE SINGLE-O for Grind Show, Flea Circus or write fully. What have you?

All Write (Don't Wire) O'BRIEN BROS., Revere Beach, Mass.

WANT---L. J. HETH SHOWS---WANT

Young, attractive Chorus Girls who can do Specialties, Piano Player, Drummer with own outfit, and Saxophone. Office Show. Organized Side Show. Have complete outfit for same. Loop-o-Plane. Will furnish outfits for any Single Attractions of merit. WANT one more Lady Motordrome Rider. Frozen Custard, Photo Gallery. Join at Pulaski, Tenn. Decatur, Ala., this week; Pulaski, Tenn., to follow. OUR FAIRS START JULY 14.

Showmen's League of America

165 W. Madison St.,
Chicago, Ill.

CHICAGO, April 4. — Vice-President Jack Nelson presided at a very interesting meeting Thursday. Meeting well attended and interesting subjects were up for discussion.

Brother Felix Charneski still in town, slowly recovering from his recent accident and just waiting the call to start the season.

Larry Benner seems happy to be back. Drops in almost every day for a call.

Brother Bill Kaplan still in Florida, and report is that Brother Harry Ross went by plane from Miami to Boston.

Just a few weeks and regular visitors will be few. Those contemplating leaving in a short time include A. R. Cohn, Al Kaufman, Peter Pivor, Paul Olsen, Pinkey Blitz and Ray Oakes.

Brother Dave Tennyson still in town but expecting to leave soon.

Advised that Brother Denny Howard was in town for a day but neglected to run up for a visit.

Brother Harold Becker announces the arrival of an heir. And is Harold proud?

Interesting letter from Brother Lew Dufour says they are busy with their plans for the Dallas centennial.

H. (Tubby) Snyder still hitting on all four and seldom misses a meeting.

Callers at the rooms during the week included Zebbie Fisher, Joe Miller, Sam Bloom, Leo Berrington, Peter Pivor, Dave Tennyson, Jack Benjamin, A. R. Cohn, Julius Wagner, Irving Malitz, Sam Kaplan, Frank Ehlenz, Max Brantman, J. C. McCaffery, John Lorman, Howard Gloss, Sol Alper, Sam Tessler, Lou Leonard, Jackie Leonard, Joe Foote, George Terry, Charles Owens, John Saladin, Pinkey Blitz, Paul Olsen, John Pritchard, Ray Oakes, Larry Benner, James Campbell, Larry O'Keefe, Rudolph Singer, Max Hirsch, Lew Keller, Izzy Steier, E. H Parker, Charles Hall, John Lempert, Tubby Snyder, Walter F. Driver, Charles G. Driver, Beverly White and A. D. Porter. President Patty Conklin is expected in for next week's meeting.

Lou Leonard going to the Royal American Shows for the season.

Dues for 1936 still coming in. Perhaps yours has been overlooked. Better attend to it at once.

Members of the League have been invited as guests at the opening performance of the Cole Bros.-Clyde Beatty Circus. Get your requests for tickets in early, as all admissions will be by ticket only.

A number of the brothers gathered to pay their last respects at the burial of Brother Frank Leslie.

Brother Patty Ernst still at the American Hospital. Improving slowly but expects to be up and about soon.

Brother Col. F. J. Owens is confined to his home. Feeling as well as can be expected. Gets down to the meetings whenever he can make it.

LADIES' AUXILIARY

CHICAGO, April 4.—The Ladies' Auxiliary of the Showmen's League of America has made notable progress during the winter and early-spring season as to increased membership and augmented interest in its social and business activities. The alternating of regular and social meetings for the weekly assemblages has met with favor among the members.

With the new outdoor season at hand for some of the members and soon to start for others, those traveling (as well as those located) are requested to keep in close touch with the auxiliary.

It behooves all to keep in mind the 1936 membership drive. Applications can be had by addressing the secretary, Cora Yeldman.

An error appeared in a recent issue relative to the date of the big farewell party. It will be held April 25 instead of March 25. Tickets are out and members are working diligently to sell them. This will be the big affair of the year. President Frances Kelley requests that reports on the drawing books be sent in as early as possible.

President Kelley presided at Thursday's meeting, which was well attended. Mrs. Ida Cook will be hostess at next week's social gathering.

Corey Greater Shows

CRESSON, Pa., April 4.—The flood which hit the winter quarters city, Johnstown, Pa., this spring did more property damage than the flood of 1889. Mr. and Mrs. E. S. Gorey and George H. Ammon, who resided with them, were driven from home and waded in water to their knees to the Elks' Home nearby—climbed a ladder to the first floor of the building and got in thru a window. Were there all the night of March 17 and until the following day at 11 a. m., when the water had receded enough for them to get back home, which they found uninhabitable, due to the silt, mud and filth left. Soon after entering the house an alarm was given that the Quemahoning Dam had burst and they were told to flee to the hills, which they did. Altho the dam had not burst, they were not allowed back into the town. After many delays and difficulties, Manager and Mrs. Corey arrived in Cresson, where they will remain until the show opens. Fortunately the show's paraphernalia was stored in a stone building on Pine street and nothing was lost or damaged except for mud, as only a foot or so of water got into the building. The Lorain Fire Company's show grounds, at the end of Ohio street, where the show is scheduled to open, was out of the flood area. F. A. Short, who is wintering in Philadelphia, has contracted his two shows and will arrive here April 27, he advises. William (Bill) Gilliland, Mrs. Ruth Gilliland, Constance Gilliland and Mr. and Mrs. Charles (Chuck) Jones are expected soon to condition their rides, shows and concessions, which are stored near here. C. L. Shilling, of Philadelphia, has booked his Monkey Circus. Georgie Spears, Jr., 19-year-old dancer and contortionist, who has been playing vaudeville, advises that he will visit his home in Lansing, Mich., before arriving for the opening date. George P. Milliken stopped off at winter quarters while enroute to Pittsburgh and stated that he and the missus would arrive several dayes ahead of the opening. Ben Davieson, manager of the No. 2 unit, advises from the South that he has been successful in booking dates in Virginia, North and South Carolina and Georgia. Eugene Beegle will superintend building new fronts for the Plantation, Hill Billy and Illusion shows. Emmett Moule, concessioner, who is in the produce business during winter in Johnstown, lost a truckload of apples during the St. Patrick's Day flood. Word was received that Mr. and Mrs. Jerry Swisher are enroute to winter quarters from Miami.

ED. RHOADS.

Western States Shows

Corpus Christi, Tex. Week ended March 28. Auspices, American Legion. Location, circus grounds. Business, fair.

The first carnival ever to show on the circus grounds. Shorty Norton has about completed painting all the fronts, with the exception of the Wild West Show. Mrs. Bill Williams has charge of Monkey Speedway and getting her share of the business. Clyde Davis and his dad, Mike, have the Hawaiian Show and photo gallery. Sophie and Larry Mullins with it again, Sophie handling front gate ticket box and Larry a nifty radio concession. Albert and Maude Wright are putting on weddings on Friday nights. Paul Klotz has finished a new housecar—it is a "palace on wheels." Joe Rosen still talking about birds and that the "wrong people have the money." Bill Williams, who does all the building on the show, has completed a flashy fence for Pony Ride and platform for free act. Visitors were: Mr. and Mrs. A. Obadal, Mrs. Ben Block, formerly with Dodson's Shows and who, with her husband, Ben, operates Riverside Gardens in San Antonio; Slim Havis and wife, Jim Harper and wife. SOPHIE MULLINS.

Larkin Shows

BATTLE CREEK, Mich., April 4.—Everyone around headquarters is getting ready for the new season. Show had figured on opening earlier, but owing to unusual weather conditions a later date has been selected. C. W Sr. and C. W. Jr. (Larkins) have just returned from a successful booking trip. The outlook for the coming season better than it has been the past six years. All of which is from an executive of the show.

Crafts 20 Big Shows

Calexico, Calif. Week ended March 28. Auspices, American Legion and VEW combined posts. Location, Mexican border showgrounds. Business, good.

The engagement as usual brought out a large crowd of Mexican patrons nightly. The Frank Lentini Side Show as well as the Motordrome, Arcade and Karl Miller's Scandals practically guyed out the back end of their tents on Mexican soil, so close was the international line. The Mexican peso was accepted at all attractions at 27 cents, while the riding devices paid 30 cents on a peso when a ticket was purchased. The office had plenty of Mexican money on hand nightly, but Secretary-Treasurer Tommy Myers was quite at home with the currency as well as the language. Tommy made two trips into the interior of Mexico when he was in the red wagon of the Norris & Rowe Circus. Several of the concession boys attended the Mexican Circus in Mexicali. John (Spot) Ragland opines it's great to be in the land of "Hot Tamales and Anamales." Spot paid all his help off nightly in Mexican pesos. Gene Blakesly joined with his cookhouse; Gene, Ellen and the missus serving the boys some real meals. O. N. Crafts paid a flying visit, coming from the No. 2 show, and left for the San Diego exposition, where some of his rides are in operation. Mrs. Joe Krug, Mrs. O. N. Crafts and Mrs. Roy Ludington seen at the swanky Gambrinus Club across the line. Mr. and Mrs. Elmer Hanscom entertained guests from Santa Barbara, Calif., with a dinner in Mexicali. Jack (Cowboy) Schell, driver of the calliope, left here. Word from Walter Capps, the show's uniformed special officer, that he would report for duty next week. Ed Smithson now laying out the lot in advance of the show and doing a good job—complimented by Roy Ludington, who says Ed is of the old school. Sam Hinson, master mechanic; Roger Warren, superintendent utilities, and Wee Mack Doman, manager, placed the fleet of trucks all in readiness for the toughest jump of the season over the Jacumba Pass and down the mountain roads into San Diego—this trip to require about two days in transit. Prize laugh of the week: Colored boy applied to Manager Roy Ludington for a job. Roy referred him to Frank Lentini, the three-legged man, who has the Side Show. "Na sah," replied the youth. "Ise dawn't care 'bout workin' fo' no three-legged man. Last job ah had a man wid two legs give me two swift kicks." ROY SCOTT.

Frederick Amusement Co.

CHICKASHA, Okla., April 4.—With 10 men working the last two months the show is almost ready for the opening, May 6. The rides have all been repaired and painted. The Merry-Go-Round has been rebuilt, with new outside crestings and inside scenery. The crestings have five big mirrors and many wood carvings have been used in decorating. The color scheme is ivory and gold. The Ferris Wheel seats are white with gold-color trimmings. Four new platform shows have been built on trucks and trailers with solid panel fronts. Hundreds of mirrors have been used on the fronts, together with wood carvings. Fronts are 16 feet high and 30 feet long. New fronts will be built for the Athletic and Minstrel shows. New main line light cables have been purchased, and George Frederick is putting in new plug-in connections and getting the light plant in shape. All trucks and trailers will get new paint before the show goes out. Color is bright red and silver. Will open here and move north. Will have six rides and eight shows to start the season. All of which is from an executive of the show.

B. & V. Amuse. Enterprise

GARFIELD, N. J., April 4.—Work in winter quarters is well under way toward having everything in readiness for opening at Wallington, N. J., on May 2. Work on the Carousel panels is about finished. Work on all of the trucks will be started in a few days, the color scheme to be red bodies and black chassis with gilt lettering. A special truck was made last fall for the Carousel horses, thereby doing away with crates. Lou Riley, who was with Gorman Circus last season, has signed his custard and pop-corn machines. Vince Rustnen has been engaged as foreman of the Carousel, his third season. All of which is

Snapp Greater Shows

JOPLIN, Mo., April 4.—With the opening of the show drawing near and the arrival at quarters of several of the independent show managers and owners, the workshops are seething with activity. The concessioners already here are getting their equipment in shape for the opening date at Picher, Okla. Abe Opsal completely overhauling and enlarging the cookhouse, to be better able to handle the increased personnel of the show. Ada Meyers busily rehearsing her big Colored Revue. Pat Hogan building two additional concessions, which will bring his string up to six. Henry Wallsworth building a new trailer. Henry again will have charge of the Merry-Go-Round. On account of lack of room in quarters Curley Reynolds has leased himself a garage where he is rebuilding his concessions and also a portable Pony Track—will carry 14 ponies, 10 already having been delivered. Dick O'Brien reports the following additional fairs contracted: Brown County Fair at Green Bay, De Pere, Wis.; Manitowoc County Fair, Manitowoc, Wis.; Columbia County Fair, Portage, Wis., and Welsh Free Street Fair, Welsh, La. This brings the total to 11 so far contracted. Mrs. Snapp is enlarging her corn game, and with its new green top it will add to the flash to the midway. This season the corn game will be equipped with loudspeakers and illuminated flash number board. William Snapp and Dick O'Brien went to Springfield to look over the additional trailers built there for the show; are due for delivery in a few days. Seen in the lobby of the Keystone Hotel here: Larry Hogan, general agent Beckmann & Gerety Shows; Carl Sonitz, general agent Pollack Bros.' Circus; Dick O'Brien, Bill Snapp, Judd Caulkins, Curley Reynolds and John Morton and others of the Snapp Shows, Switzer Shows and Tucker's Circus. The mounted public-address system is set and ready for its advance publicity tour, and will leave for Picher in the next few days. It will be kept a week ahead of the show dates. MARK BRYAN.

Beckmann & Gerety Shows

SAN ANTONIO, Tex., April 4.—Roy Dessereau, who will have the Illusion Show this season, advises that he has left Meridian, Conn., for winter quarters. Verne Soules advises from Miami that he is leaving there shortly for San Antonio with his mammoth snake exhibition, all framed up with a novel bamboo front. H. D. (Doc) Hartuick, with his Deep Sea Diving Show; Jimmie Limbaugh, with his new idea, "Creation," and Mr. and Mrs. Heggeman, with the Two-Headed Baby, are putting the finishing touches on their attractions. Harry A. Smith has been signed as special agent for this season and starts work at Joplin, Mo., next week. Harry Elliott, of funhouse note, has arrived to take charge of Humpty Dumpty and is busy overhauling the attraction. Trainmaster Arkey Bradford, with his crew of men, has started work on the cars and will have them all in shape before leaving San Antonio. Karl J. Walker has his Gay New Yorkers and his posing show in rehearsal and will have an outstanding musical revue for the coming season. Besides retaining the best of his last season's talent Karl has engaged several artists whose names, when mentioned, will be assurance of a high-class production. F. Glenn Buck, the show's genial auditor, is expected at winter quarters daily. "Laughing" George Davis, chef, advises that he is leaving Peru, Ind., for San Antonio. Elmer Day has completed the overhauling, repairing and painting of the big corn game frameup and says that it will be bigger and better than ever this season. Ted Webb is putting the finishing touches on his frozen custard concessions, which are done in an attractive black and white combination. The many friends of Paul Hunter (the "Texas Bob Cat") will be glad to know that he is feeling much better after a week's rest in hospital. Sam Gordon, manager of concessions, and Guy West, stock man, are starting work of overhauling and rebuilding the concession equipment. This is one of the few shows which has owned and operated all its concessions the past 15 years. A telegram from the Spillman Engineering Corporation advises that the new 18-car Ridee-o will be ready for shipment to reach San Antonio on April 10.

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Dallas

DALLAS, April 4.—Mike and Mabel Wright, prominent Kansas Cityans and formerly with prominent carnivals of the Middle West, spent several days here early this week. They have been on a motor tour of the South, a combination business and pleasure trip.

Herman Rudick was a visitor here for several days late last week. Spent his time making contracts for novelties concession in the Midget Village at the Centennial.

Jack Lucas, who spent years with carnivals in this territory, is connected with the Stanley Graham attractions at the Texas Centennial.

Toney and Ruth Martone spent a night in the city while on a trip to San Antonio, Tex.

Denny Pugh is back after a few days in San Antonia, where he was called because of the illnes of Paul Hunter, prominent concessioner.

J. George Loos, manager Greater United Shows, was confined to a hospital in Marlin, Tex., the greater part of the last two weeks, but is now again with the show.

Jim Patterson, of Bill Hames Shows, passed thru the city last week, enroute to Marlin, Tex., for a visit with the personnel of Greater United Shows.

Phil Little, who has seven concessions with Greater United Shows, spent several days with the show last week at Marlin, where he reported his concessions and the show had a very good business. Little's concessions are under the management of George Shaw.

Jack Stanley is spending a great deal of time around Fort Worth and in all probability will be connected with the Frontier Centennial to be held there for 15 weeks, commencing July 1.

Bert Willoughby's Sport-A-torium, located on Industrial boulevard, within 15 blocks of downtown Dallas, and situated between downtown Dallas and Oak Cliff, heavily populated residential district, provides the ideal location for events, with an enormous lot.

Catherine Oliver, who wintered in this city and who will be leaving within the next few weeks to open her show in Arkansas, staged a farewell party last week for her friends in and around Dallas.

Eddie Brown, concessions and shows director of the Frontier Centennial, Fort Worth, is a frequent visitor here and hobnobs with Centennial executives and showmen friends.

Doc Goodier of Universal Laboratories, who was seriously injured in his plant several weeks ago, is able to make appearances at his office occasionally and within a week he will be able to resume active duty.

Greater American Shows

Fort Smith, Ark. Week ended March 28. Location, 18th and North O streets. Weather, cold. Business, fair.

T. L. Clapp joined with his Eli Wheel, also Red Heller with his Eli Wheel, making a total of three Ferris Wheels booked for the season. R. H. Kezar has booked his Pony Ride for the whole season. This makes a total of 11 riding devices on the midway. R. B. Sparks and wife joined with their diggers. Sparks has spent a lot of money on his concession, including a new loud-speaking system. Mrs. T. H. Brown, wife of assistant manager, Tom Brown, was ill during the week but managed to join the show Sunday. M. L. Sandberg has added greatly to his Auditorium of Freaks and now has 15 working acts — he has one of the strongest side shows on the road. Jean Jamision of the radio team "Bob and Jean" joined here. She is to be carried as a free act, working over the local radio stations and over the loud-speaker system on the midway, one program a night. This gives the show four free acts each night, namely, Edward Leroy, high wire; Bob Vernon, Loop of Death; Miss Herndon, trapeze, and Miss Jamision, vocalist. *The Fort Smith Tribune*, Roy Vance editor-in-chief, really co-operated with the show while in Fort Smith. A special children's matinee was given in conjunction with *The Tribune* on Saturday afternoon. The turnout was large, and all shows and rides had a very wonderful afternoon. With the exception of Saturday afternoon, cold and duststorms kept the people away, and it was close to impossible to hold crowds on the midway any length of time. Cooper Herndon, show artist, is busy each day keeping all rides and show fronts looking their best. Al Sanderson, of Cincinnati, handles *The Billboard* and mail for the show this year. Al is up early each morning and has the mail delivered direct to the different hotel rooms.

Imperial Shows

CARUTHERSVILLE, Mo., April 4.—With just a few days before the opening, work is being rushed at quarters here. Final arrangements are being made to move to Cairo, Ill., for the initial engagement, starting April 11. The management has not spared time nor money to make the show outstanding. Practically everything is new. The crews have been day and night putting on the finishing touches. Two new 24-foot semi-trailers will arrive from the Eli Bridge Company and two new tractors from Virl C. Hill. The color scheme on all trucks is tangerine and black. New canvas for the shows arrived last Friday from Baker-Lockwood Company. J. T. McClellan has his rides all painted, his trucks have been all gone over and he is "raring to go." Edward A. Hock has purchased another motor unit for his concessions, also new canvas. The show will start out with eight rides and six shows—Merry-Go-Round, Twin Ferris Wheels, Tilt-a Whirl, Glider, Loop-a-Plane, Kiddie Merry-Go-Round, Kiddie Ferris Wheel and Kiddie Auto Ride, Circus Side Show, Barnyard Circus, Dog and Pony Circus, Illusion Show, Athletic Arena and Streets of India. About the middle of May will add two rides and four more shows. This is the first tour of the show and the management is optimistic about the outcome of the 1936 season. Will play Illinois, Minnesota, Wisconsin, Iowa and Missouri. R. MERVIN.

B. & M. Shows

Davis, Okla. Auspices, American Legion. Weather, favorable. Business, good.

With four shows, four rides and 12 concessions on the midway, everyone had a nice week's business. Rides: Ferris Wheel, John McKee, owner; Claud Wadsworth, manager; George Beaver, second man. Mixup, John McKee, owner; Bill Crawford, manager; Shorty Crawford, second man. Merry-Go-Round, D. L. Templeton, owner and operator. Baby Ride, Elborn Templeton, owner and operator. Shows: Athletic Show, Mrs. Harry N. Badger, owner; Shorty Thompson, manager; Lou O'Brien, inside. Hula Show, Mrs. Harry Badger, owner; Birdie Harris, manager. Pit Show, Mrs. Nadger, owner and manager; Roy Collins, tickets. Concessions: Sam Wells, two; Mrs. Lottie Templeton, two; Mrs. Harry N. Badger, three; Mrs. Florence Hinckley, one; D. A. Dale, one; J. A. McDaniels, one; Buddy Pole, one; —— Briggs, two; Slim Laphan, three. The staff includes: John McKee, manager; the writer, Harry N. Badger, general agent; Carl Davis, lot superintendent; Sam Wells, electrician. The show will stay in the oil fields of Oklahoma until warm weather breaks in the North.

Al C. Hansen Shows

Sheffield, Ala. Week ended March 21. Auspices, American Legion. Location, center of town. Pay gate. Weather, cold and rainy. Business, fair. Murfreesboro, Tenn. Week ended March 28. No auspices. Location, circus lot. Pay gate. Weather, rain all week; business, accordingly.

At Sheffield: Wonderful location, one block from the main street and the public eager for outdoor amusements, but bad weather retarded attendance until Saturday, when the skies cleared and gratifying business was the result. Nearly 4,000 people passed thru the front gate from early afternoon until closing. Gladys Hansen here on week-end vacation from St. Cecilia Academy at Nashville, Tenn. Mr. and Mrs. Joseph M. Petty came over from Decatur for a short visit. Mrs. Mary Klein received telegraphic advice from Williamsport, Pa., that her mother had lost her home as a result of floods in that territory. At Murfreesboro: Constant deluge of rain from Monday until Friday placed this engagement on the wrong side of ledger. Skies cleared Friday for rest of week but the public had lost interest. Unwise tactics of out-of-town opposition did not help but did prove a boomerang. Manager Al C. Hansen away on business and the writer, Walter B. Fox, back on show here during his absence. Mr. and Mrs. Al Johnson and Mr. and Mrs. L. D. Morrow over from Nashville on a short visit. Harry W. Lamon spent two days on the show as the writer's guest. Other visitors included G. H. Spaulding, of New Deal Shows; Cotton Ellis, Roy Lollar and William Robbins. Madeline Williams on sick list as this is written.

United Shows of America

SHREVEPORT, La., April 4.—Activities at the fairgrounds winter quarters are in full swing as new arrivals are checked in daily. Fully 200 of the folks here and all waiting anxiously for the opening. Among the new faces are Sam Miller, Bill Harris, Harry Bernard, of Goodman's concessions; Mr. and Mrs. Clint Nogle, who are readying their Arcade for their fourth consecutive year; Irving Ray, secretary; Ed Loftin, auditor; Albert Sexton; Mrs. Towne, mother of C. L. (Boston) Towne; the Karns Fat Family; Mr. and Mrs. Earl Hays and Mr. and Mrs. Williams, of musical comedy note. Hirsch, Castle and Lohmar are working unceasingly toward getting the extensive building and construction program finished before leaving for the first exhibition stand. One of the largest construction programs in the history of outdoor show business is being carried out by these progressive showmen, including eight new attractions being built in their entirety. Tom Adams, chief electrician, and three assistants are working 18 hours a day with T. A. Cutler, designing electrical engineer of the Dallas Centennial, in preparing the new lighting system which will use four wagons. With this progressive movement in midway illumination the show will use 575 k. w. In fact, over 600,000 watts will be used in making the midway as bright as day. The new 250-foot Side Show is nearing completion, and the list of entertainers will be an outstanding one—20 acts will be used. Max Goodman, whose concessions will again grace the midway, and Dr. Freedman, of "Life" note, arrived and are getting their equipment ready. Sis Dyer expected here this week—daughter, June, will remain in California until closing of school. Miss Mac Duffy and Joe Monseour, of Louisiana State Fair office force, lending valuable assistance to Mr. Hirsch in his advance work for the show. A complete new line of pictorial paper has been ordered, with the red, white and blue color scheme again being used for the background.

ROY B. JONES.

Big State Shows

Houston, Tex. Week ended March 22. No auspices. Lot on La Porte road. Weather, chilly nights. Business, fair.

Attendance beyond expectation. Pay gate proved financially beneficial. Midway now has 8 shows, 6 rides and 20 concessions. Publicity department in new office wagon formally opened Saturday. Kindergarten "school" for kiddies (10 of them) started by Mrs. Ruth Gray Young. Mrs. Jesse Wrigley entertained with dinner Friday evening honoring her brother, Jack Ward, airplane mechanic from Kelley's Field. Mrs. Jody McClanahan, wife of A. H., ham and bacon concessioner, ill with flu. Final week in Houston, scheduled for lot in 4000 block on Washington avenue. Flying Valetins proving a paying magnet drawing patronage. Visitors: Hon. John N. Wisner, Tom Norris, Col. Charles L. (Waddell) Hollowell and family, Martin and Mildred Roswell, Mr. and Mrs. Joe King, Dr. James O'Connell, Tony and May Nolsch, some people from Hennies Bros.' Shows, Burdick's Shows, George Engesser's and Schell Bros.' Circus. Roy Gray, director general, looking over spots thruout Texas. Happy McQuiston and wife, accompanied by mother of Mrs. Bess Gray, to arrive early in April. Louis Bright's secretary-treasurer department, in new office truck, installed with full line of new equipment. The new living trailer for Ruby "1" and "2," Big State Shows' official painters, with storeroom for paints and brushes—new idea for motorized shows—is finished. Billposters getting ready for road trips. New line of canvas put up for first time. Jesse Wrigley, manager, back on show with contracts for Tomato Tom Tom at Yokum, Tex., and for the Shiner (Tex.) Fair.

DOC WADDELL.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Cetlin & Wilson Shows

GREENSBORO, N. C., April 4.—When this is published the time will be near for Cetlin & Wilson Shows' opening engagement, which starts at Reidsville, N. C., April 11. Everyone connected with the show is anxious to get going. Work has really been done in winter quarters the last two weeks, putting on the finishing touches and getting all in readiness for the opening. However, there will still be plenty of work to do after the show gets out, as Celtin & Wilson will have a most attractive midway. Leo Carrell and crew have completely overhauled and repainted the Caterpillar ride. Carl Fontaine has repainted the Kiddie Ride. William Purchase is building a new front for the Giggle Shoppe—will be 40 feet. Speedy Merrill has completed remodeling the Motordrome—red and aluminum the color scheme this year, with a 20-foot panel on each side. The Merry-Go-Round has been repainted. Frank Massick has completed the new Playland front. Willis Johnson will have the Illusion Show this year. Jack Summer arrived with the U-Drive-It ride. Rip Winkle has been busy rebuilding and painting after the fire he experienced in Florida the past winter. George Harms has completed his concessions. Smilo (the clown) arrived and will start to work in a few days. Art Parent will arrive tomorrow with his entire troupe for the Paradise Revue. Fred Utter is getting all electrical equipment in shape, the new transformer wagon almost completed. Norman Y. Chambliss, Billy Senior and Walter L. Main were visitors. GEORGE HIRSHBERG.

Keystone Shows

FOXBURG, Pa., April 4.—Fortunately the floods in Pennsylvania did not damage this show's equipment, as it is in the hills, and O. B. (Nick) Toy has informed that everything was okeh. He has enlarged his crew in winter quarters and will have the show ready for opening here April 13. Mr. Hartzberg wrote from Punta Gorda, Fla., that we was pleased that his shows, rides, etc., were safe from the high water. He also informed that his Keystone Shows would carry 10 shows, 10 rides, 30 concessions and 2 free acts. Show will move on Mr. Hartzberg's 20 trucks and will be twice as large as last year. W. C. (Bill) Murray, special agent, is hitting the ball, booking towns, fairs and celebrations. The show offered its light plant, tops, etc., for the flood refugees.

J. T. (JIM) FOWLER.

Christ United Shows

SPRINGVILLE, N. Y., April 4.—The management of the show is making extensive preparations for the new season. At winter quarters, at Norwalk, O., Max Rutter has a crew of men painting and fixing up the paraphernalia for the opening, which will be April 27 at Ashland, O. The show this spring will include 6 rides, 8 shows, 20 concessions, high-dive free act and calliope. Harry A. Rose, general agent, has been on a successful booking trip the last few weeks. All of which is from an executive of the show.

WALLACE BROS.——

(Continued from page 70)

agent; Martin A. Wirth, electrician and publicity; Ross Crawford, lot superintendent and merchants' coupons; James Wilson, master mechanic.

Shows: Circus Side Show—Johnnie Webb, manager; Mary Webb, talker; Dad Neal, inside lecturer; Dan Underwood and Chuck Hulsey, tickets; Johnnie and Mary Webb, fat folks; May Hulsey, half-lady illusion; Irma Sothern, serpent girl; Sailor Frank Cook, tattoo artist; Richard Watson, Kongo Village; Madame Cook, mentalist; William Smith, human volcano; Lucille Anderson, sword box; Joe Shane, in annex, assisted by Dad Neal; Jack Williams, boss canvasman; Tommy Thomas, steward; James Thomas, cook. Marie's Burlesque Revue—Charles Russ, manager; Marie Russ, Amelia Wallace, Pauline Lacey and Vida Pegram, dancers; Billy Davis, comedian; Jack Fox, straights. Girl In The Moon—Charles Russ, manager; George Tripp, tickets; Caroline Ross and Betty Wooden, dancers. Nudist Colony—Charles Russ, manager; Linden West, tickets. Geek Show and Wiley Post Show—James Doran, manager.

Minstrel Show—J. L. Reed, manager; Lois Reed, secretary; J. H. (Mess-A-Round) Brown, stage manager; Slim Lewis, talker and tickets; Hambone Jones and Kid Stopper, comics; Leona Banks, blues singer; five dancers; eight-piece band under leadership of "Stack of Dollars." Leona Lee's Dog, Monkey and Reptile Show—Leona Lee, manager; Sid Crane, tickets; featuring Hoover and Snow, trained dogs. Athletic Show—William (Brownie) Peyton, manager.

RIDES: Big Eli Wheel, James L. Reed, foreman; Kiddie Auto Ride, C. L. Armstrong, owner-manager; Merry-Go-Round, George Harris, foreman. Kiddie Airplane, Raymond Syx, foreman; Chairplane, Harry Zimmerman, foreman.

Concessioners: include: Ben Wolfe, two; Milton McNeace, two; Mac McCauley, one; Virgil Morse, one; Jack L. Oliver, one; Glenn Osborne, two; Jack Holston, three; Margaret Miller, one; Evelyn Wirth, one; Jack Davis, two; Earl Duncan, one; William Wallace, cookhouse; Harry Cohen, with Bartlett's diggers; and several others, the names of whom were not obtained by the writer, Martin A. Wirth.

Among the visitors noted were William Bowen, Mr. and Mrs. Charles Drill, Mr. and Mrs. Jimmie Disalvo, New Torti, and Frank Woods and family.

KEYES JOYLAND——

(Continued from page 70)

show fronts were overhauled and repainted. General Agent G. Miliken and the missus arrived, and Milliken had a successful booking trip in Pennsylvania. Larry Osborne's midway cafe and custard have been doing good business.

The color scheme of this show is red and white, with a lighting system out of the ordinary. A great deal of the equipment is new.

The shows include Harlem Hot Shots, 18 people. Walley Blair's Paris at Night. R. Spence's Mickey Mouse, Athletic Arena and Woods' Five-in-One.

Concessions: L. Osborne, cookhouse and custard, M. Hanaha, one; J. Polsa, one; J. Smith, four; A. Mitchell, three; T. Morgan, two; G. Miliken, two; E. Webber, one.

Rides: Merry-Go-Round, C. Wright, foreman. Ferris Wheel, J. Hodges, foreman. Chairplane, Bill McCoy, foreman.

Staff includes: Charles Keyes, owner-manager; G. Miliken, general agent; John Polsa, electrician; Whitey Davis, lot superintendent.

The show will play thru Pennsylvania, Virginia, Maryland and West Virginia.

WEST COAST——

(Continued from page 70)

(Polish) Fisher, tickets; J. E. Sogrin and Roy Sullivan in charge. Merry-Go-Round—Angelo Terella, foreman; Don Copley assistant. Mrs. Bobby Grimm, tickets. Whip—Larry Ladd, foreman; Al Singer, assistant. Henry V. Cathey, tickets. Baby Airplane—B. B. Flora, foreman; Ed Dacey, assistant. Mrs. Frank Yaglar, tickets. Baby Autos—Bill Smith, foreman; Ellen Starkey, tickets. Glider—Joe Chettero, foreman; Lee Olson assistant. Mrs. Helen Messina, tickets. Loop-o-Plane — Larry Ferris, foreman; Tom Keven, assistant. May Loew, tickets. Ponies—Richard Baker and Ernie Lloyd.

Concessions: Midway Cafe — Shorty Cocos, manager; Mike Pieri, chef; Charles Manos, griddleman; Gus Ages and George Burns, waiters. Corn Game—Mrs. Edith Walpert, Lewis Beckwith and Murray Crone, agents. Harry Meyers, two concessions—Bill Messina, George Dailey, Texas Red and Bud Elliot, agents; Charles Walpert, four—Earl Monty, Jim Burleson, Charley Blair, Percy Blair, Bob Gibbons and Bob Lee, agents; William Grimm, one—Mickey Garrison, agent. Harry (Polish) Fisher, one; Ollie Polk, one; Lee Manos and Gene Lucero, one; pop corn and candy floss, Mr. and Mrs. Christenson—A. Chantas and Frank Aagla, agents; ice cream and soft drinks, Shorty Cocos—Tony Soares, agent; shooting gallery, Bert Clausen—James Miller, agent; Boots Ladd, one; Happy Jack Yeager, one—Leo Schwartz, agent; L. H. King and E. S. Fitzgerald, two; Sam Albright, one; cigaret shooting gallery, Mr. and Mrs. W. T. McNeese—C. W. Beale, agent; Mrs. Terella, one; picture gallery, J. A. Sylvia—Diana Moore, agent; Mrs. J. A. Sylvia, one; Rose Ferris, one; Mrs. Bert Clausen, one; high striker, Mr. and Mrs. Guy Osburn; Texas Jack, one; Harry Jones, two; Mrs. Bessie Polk, one.

Staff: Mike Krekos, general manager; W. T. Jessup, general representative; Louis Leos, treasurer; Marie Jessup, secretary; Ralph Deering, chief electrician; Al Kanjan, lot superintendent; Nick Krekos, trainmaster; Andy Kocan, manager commissary department; Edward E. Kemp, advertising agent; James Hurd, banner man; Charles Walpert, manager concessions.

Among visitors were Paul N. Branson and E. L. Conroy, of Tom Mix Circus; Mr. and Mrs. M. D. Holland; Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Frank Downie, of Los Angeles; Mr. and Mrs. Jake Davis, San Francisco; Art Butler, Portland, Ore.; Jack Lewis, of Foley & Burk Shows; Mrs. Charles Curran, Mr. and Mrs. Al Copeland, Arthur Blanchard, Walter Kamp, Joe Zotter.

Museums

Dime, Newark, N. J.

NEWARK, N. J., April 4. — With weather good and a strong show business good this week. The bill has plenty of variety and was very well received by the patrons over last week-end. Lineup is as follows: Sealo the Seal Boy—second week; Big Jack, fat man—second week; Marjie White and her colored revue, featuring Safety Pin, comedian and eccentric dancer; Pete Robinson, skeleton dude; Zenda, mentalist; Oriental Revue in the annex still popular. Bill Kerr, general agent for Art Lewis Shows, was a visitor over last week-end. GEORGE E. MOORE.

Philadelphia Houses

PHILADELPHIA, April 4.—The weather has been very good for the museums here during the past week and business is excellent at both houses.

Eighth Street Museum's bill this week has Capt. Hanson with his trained dog in a number of clever tricks; Mayfield, fire-eating demonstration; Shackles, with handcuffs and leg irons; Leo, illusionist; Antonio Brucci, accordionist; Poses Plastique; Princess Zelda, mentalist; in the annex, dancing girls and Mary Morris.

South Street Museum continues Johnson Colored Revue in the center pit; Don McIvor, magician; Baby-Face Joe, fat man. Capt. Sig, tattooed man, and Mme. Verona, mentalist, on the platform. Dancing girls still in the annex as special feature.

Dan Sullivan's, Worcester

WORCESTER, Mass., April 4.—Danny Sullivan, who has operated here for several seasons, has a museum at 178 Front street. In the lineup are Jolly Dolly; Chester Dolphin, sword swallower; Capt. Louis Burke, fire-eater and ring act; Rose Richards, snakes; Master Chester, magic; Prince Arabia, dancer; in annex, La Chappelles, La-Zara and Benito.

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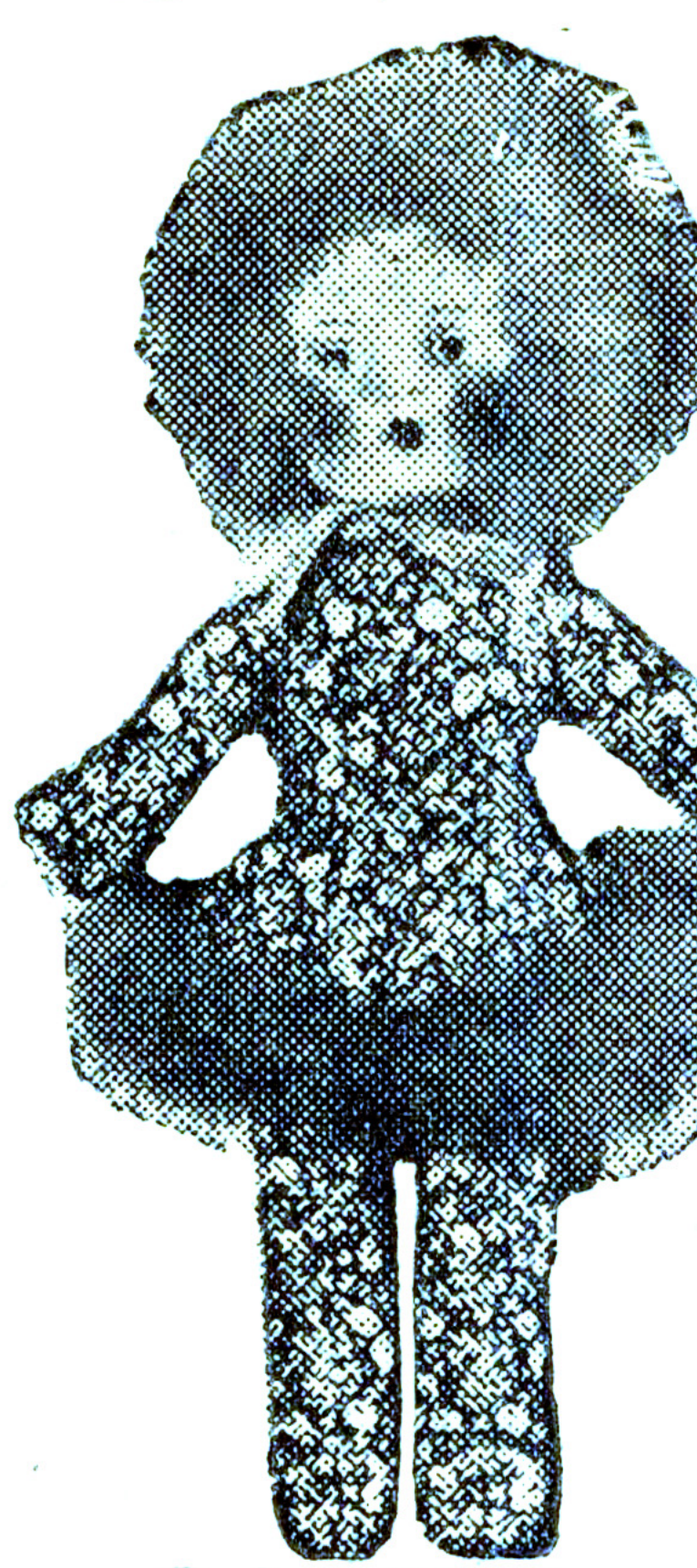
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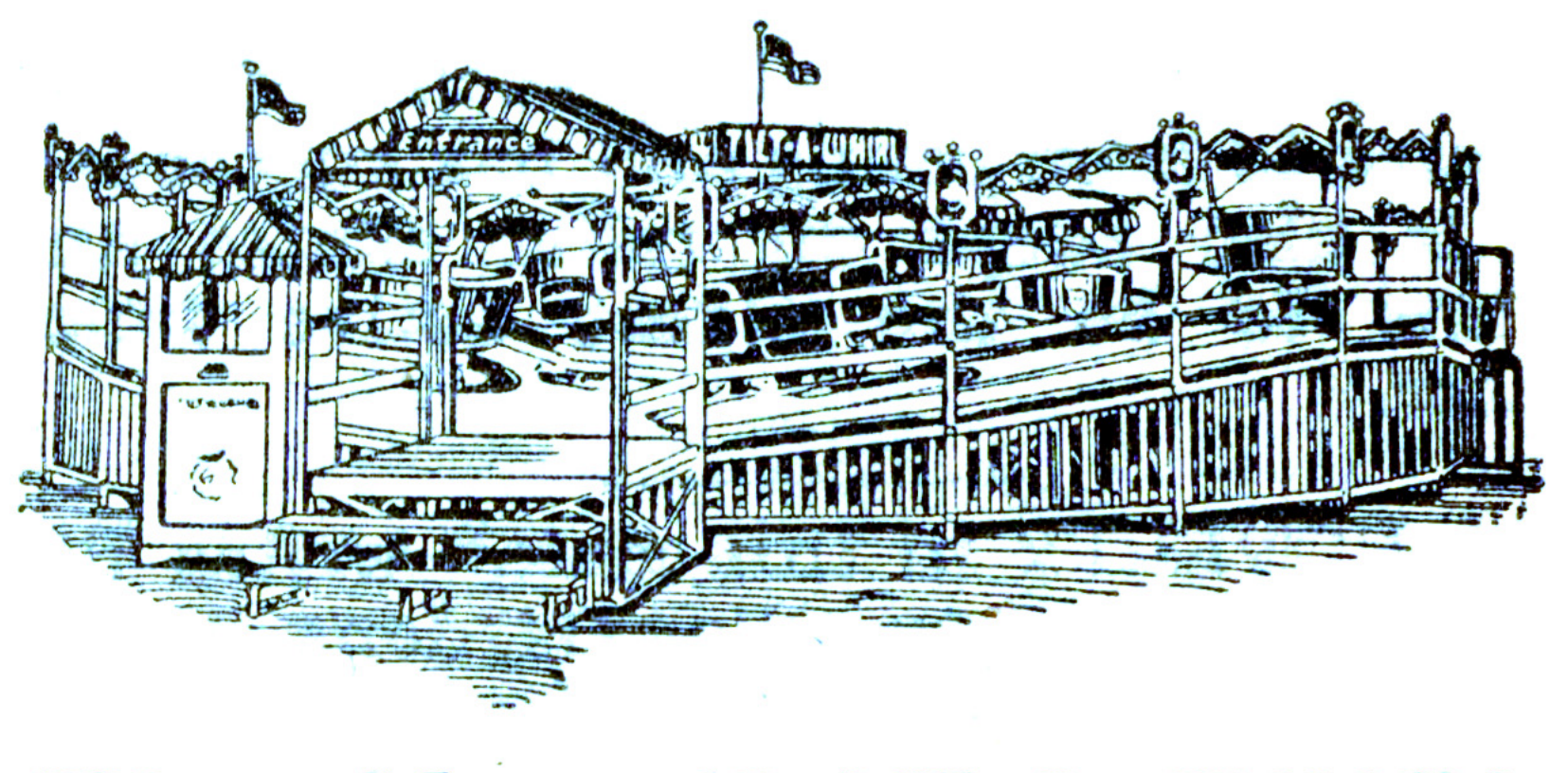
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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

EIGHT ROLLING LADIES, roller-skating girl flash, are on tour with the Pinder Circus in France. Two Jewels, roller skaters, are at Eldorado Casino in Lyons. Harald Ryle Company, roller skaters, are at the Wintergarten in Berlin.

STADIUM RINK, Moncton, N. B., has been closed for the ice season by Henry White, who is in his first year as lessee and manager of this large artificial ice rink, owned by the city of Moncton. His hockey team won the championship of the maritime provinces, being eliminated in Ottawa when it sought to penetrate the preliminaries for the Canadian title. Indications are that roller skating, with roller hockey, will be installed in the Forum by May 1.

JUST 57 years after he had made his debut as a fancy skater, G. Wilford Campbell, St. John, N. B., went thru exactly the same program, first at an ice skating carnival in Fredericton, (N. B.), Rink, second in Forum Rink, St. John. Mr. Campbell, 75, has cut his figures from 36 to 22, but has no intention of cutting out skating. He was figure-skating champion of the maritime provinces and a racer when a young man. He attributes his ice skating each season to a desire to keep young and has succeeded. He is also adept on roller skates and claims to be the oldest active fancy skater.

"**A NOVELTY** in this rink," writes Bill Henning from Arcadia Gardens Roller Rink, Chicago, "are bike races with roller skaters hanging on behind and in relay form, with girls and boys. Girls hang onto the rear ends of the riders' seats and go two laps and then boys relay and take the rear of the wheels for four laps. Henry Park Wheelman's Club held its second event here night of March 30 and the crowds wanted more, so every Monday night the club will ride here on a 16-lap track, going over the course at top speed."

ONE rink in Chicago is managed by a former racer and a booster of skating, Belpark Roller Rink, 2927 North Cicero avenue, owned and managed by M. P. (Bud) Peyton and Vic Frash, Vic being holder of many records. While the rink is small, they are doing good business, skating nightly except Monday, which is reserved for private parties, writes Wally Kiefer. A small rink on the Northwest Side is Montclare Roller Rink. Business is reported good in Chicago rinks and it is possible that at least two will remain open all summer.

A RETURN engagement in Forum Rink, Halifax, N. S., was played for two days and nights by Chandler and Mapes, fancy skating team, featuring Evelyn Chandler. Ice program, including a pageant, "The League of Notions Ice Fete," was arranged by Nova Scotia Exhibition Commission, rink being part of Halifax Fair plant. E. Frank Lordly, secretary-manager of the commission, is also rink manager. Chandler and Mapes worked together and in solo in fancy and stunt skating. Halifax Skating Assembly sponsored the pageant. Bill and Marjorie Bonnell appeared in comedy skating.

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On Rollers in England

By CYRIL BEASTALL

Since my last notes I have been visiting a few rinks. On March 7 I accompanied the Derby All Greens roller-hockey team up to Savoy Rink, Great Harwood, Lancashire, and played for them, Harwood eventually winning, 5 to 1. The Mercer family, who run the rink there, say business is fair and are open four nights a week at present. While up north I visited my friend Mrs. Sharples, who is financial supporter of Accrington roller-hockey team, and had a look in at the Swiss Skating Club, Accrington, owned by Edgar Sharples and opened the previous night. Floor space is small but, taking everything into consideration, would say it is one of the coziest little rinks I have yet seen.

Also visited Empress Rink, Burnley, in same locality, where skating and dancing are being run on alternate nights. On March 14 I traveled south, by way of a change, and spent an hour with W. G. Gipson, manager of Brixton Skating Palace, London. Gipson has been in charge there since 1912 and certainly knows how to run a rink on businesslike lines.

When I called on him an afternoon session was in progress and I was informed that 800 skaters had paid to use the floor; everyone seemed to be having a good time, music being provided by a military band located near center of floor. Floor at Brixton is an exact square, racing track being laid out at 14 laps to the mile, largest in London. Actual skating area of main floor measures up to 16,900 square feet.

Same night I journeyed on to Herne Bay, Kent, where I arrived just in time to see New Derbians, champion Midland roller-hockey team, turn out against Whitstable Alberts, Kent league leaders, in semi-final of the national championship.

As everyone expected, the Southerners again proved too good for the Northern boys, result of an excellent game being 8-2 in favor of the Alberts. On the following morning the Derby team played three friendly games, drawing 3-3 with Hernie Bay United but losing 8-3 to Herne Bay and also losing 6-2 to Herne Bay United, second team.

The team to represent England in the forthcoming European tournament is still uncertain. Teddy Bown, last season's captain, is a doubtful starter, and Jack Cornford, our greatest goal scorer, cannot travel. Bob Hulme, the widely known Derby player, has been appointed skipper, with Pete Walters, Herne Bay, second in command, a very popular selection.

The team may be Corbin (Herne Bay United), Walters (H. Bay I), Hulme (New Derbians), Sutton (Whitstable Alberts) and B. Newbury (Alexandra Palace).

Ice Carnival

By EARLE REYNOLDS

World-Famous Roller Skater and Manager.

The Ice Carnival in Madison Square Garden, New York, Sunday night, March 22, was one of the finest skating carnivals I have ever witnessed. Only fault I found with the great display of talent and beauty was that they forgot to bring the lady, Mrs. Cheever Porter, to the center of the ice and introduce her to the 20,000 people in the Garden to see her great show. I was disappointed, for I would have liked to see this little lady who directed and produced the huge event.

Opening was a skating scene in Central Park of years ago, with Oscar L. Richard as soloist. I seem to have a faint memory of having seen this youngster skate some 40 years ago. At any rate, whether he is the same Richard or not, he was excellent and played his part to perfection. "Taking the Baby for Air" number was a great laugh. Nursemaid takes tot for air in park, dons her skates, puts the baby carriage on a sleigh and skates around, giving the baby a ride. Spies a park policeman and the usual maid and policeman flirtation follows, when suddenly the 3-year-old kid slips out of the carriage and skates toward shore. Very funny and well acted.

"Tango Moon," by Miss Prantel and Mrs. Secord, of a skating club of New York, showed how much better and more artistically the tango can be danced on ice than in a ballroom. Robin Lee, American boy champ, is a fine skater. I suggest that this lad take dancing and acrobatic lessons. He will have better timing in his stunts and better tempo. He will be heard from in future world championship contests. Miss Maribel Vinson and E. B. Hill are pair skaters par excellence. How they lost the Olympics pair-skating championship is a mystery to me. The "Top Hat" number was a honey, with little "Honey" Peppe at her best with her eight boy friends. "The Fete of Regency Garden," a ballet, was so impressive and artistic that it far overshadowed the stage ballets seen day in and day out in le luxe theaters.

But the knockout came when six beautiful dolls from Toronto, swanlike, skimmed over the ice with such dignity and grace that they were called out for many encores, making their appearance from a large champagne bottle. Artists in this number were Caley Sisters, Mrs. Gooderham, Mrs. McDougall, Miss O'Mear and Miss Wilson, all of Toronto Granite Skating Club. Guy Owen, Minto Club, Ottawa, Canada, gave an exhibition that stopped the show again, being one of the most graceful skaters I ever have seen. Roy Shipstead, professional "Human Top," did his stuff to another show-stop. After Roy had finished his routine of every kind of spin and comic spread-eagle, Sonja Henie, the star attraction, came upon the ice.

The former amateur champion fancy skater of the world is now a professional. The edge seemed completely taken off what little Miss Henie did in the way of fancy skating. After a few leaps and jumps and a few spins she bowed off after a few seconds more than a minute; 20,000 people had come to see the ice carnival and Sonja Henie. To say the least, comments all around where I was sitting indicated without a doubt that the little display of skill by the champion was a disappointment. If Miss Henie, who has commanded as much free publicity as any other athlete during the past few years, intends to net the $200,000 in three weeks from the time of this writing, touring the ice rinks, and who is guaranteed $100,000, according to *The New York Daily News* of March 18, I suggest that she improve her repertoire 1,000 per cent over her first American appearance since winning her third Olympics if she figures on taking back to the Land of the Midnight Sun that kind of jack.

BALLYHOO——

(Continued from page 70)

the Day." World's Only Flying Tank. "Even went so far as to promise them an "Eclipse of the Sun."

Bosses immediately ordered every show, ride and concession operator to buy a flying device of some kind or leave the show. The office then bought a sixty-plane squadron and a correspondence-school course in flying for our tractor drivers. Each show, ride and concession manager had 50,000 handbills printed for his or her attraction.

Monday afternoon 450 planes, balloons, seaplanes, blimps, gliders and zeppelins bombarded the city. White hand bills and coupons to the number of 50,000 were thrown from each plane at one time, while a mile high. Natives thought it was a snowstorm. All ran inside and built fires to keep warm. This kept them home for the first night.

The big day, Tuesday, 2,000 free list attended. Show was good but committee insisted on seeing the flying tank or the show to forget the $10,000 deposit. Our chief mechanic saved the day. He put wings and a propellor on our ten-ton caterpillar tractor mounted with a Civil War cannon borrowed from the park, and soared overhead. Yes, "Necessity is the mother of invention." Show had ordered 500 gross of smoked glasses to sell to the spectators. These were blanked out. It was a cloudy day.

The dedication over the rest of the week a blank. But everybody put miniature parachutes on their trunks and suitcases. MAJOR PRIVILEGE.

NEWSPAPER HITS——

(Continued from page 70)

Lucerne and J streets will entertain local newsboys tonight. All carriers are asked to assemble at *The Leader* office and will be escorted to the grounds by Sergeant Harry Cohen, who will conduct them thru all attractions and rides free.

"With Palm Beach County reported lagging in raising a quota of $600 for the American Red Cross, the Lake Worth Elks' Lodge undertakes to raise at least one-sixth of this amount thru the festival.

"Differences as to city licenses and permits were straightened out this morning when the Elks' amusement committee, together with a special committee, met informally with city commissioners. The legal license fees were paid in cash.

"Squawks came from P. P. Peeler, manager of the local Sparks picture theater, it was stated. The Sparks Company requires its employees to investigate all kinds of shows, serving as an 'intelligence bureau,' it was said. These local managers raise severe objections when any other forms of amusement come to towns in which they operate. The want it all.

"Here in Lake Worth the Sparks Theater conducts a lottery every Tuesday, blocking traffic on the main street, and runs its shows wide open on Sunday in violation of written laws; secure the favor of local officials by issuing passes—even to preachers—and can't see any mote in its own eye!

"They are doing nothing to aid flood or any other class of sufferers and have the gall to try to hinder others in charitable work.

"The public is requested to patronize the Elks' Festival, have a good time, and assist the Elks' charity fund in raising cash to send those in need at this time along the swollen rivers of the North. These people are estimated today to number 400,000 men, women and children.

"Sam Lawrence, manager of the festival, has announced a special children's matinee Thursday afternoon. All rides at 5 cents."

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1936 FAIR DATES

ALABAMA

Alexander City—East Alabama Fair Assn. Oct. 13-17. Lewis B. Dean.

Athens—Limestone Co. Fair Assn. Sept. 21-26. I. V. Legg.

Birmingham—Alabama State Fair. Sept. 28-Oct. 3. P. T. Strieder, gen. mgr.

Florence—North Alabama State Fair. Oct. 5-10. E. R. Braly, mgr., Lewrenceburg, Tenn.

Huntsville—Madison Co. Fair. Sept. 22-26. Marie Dickson.

Tuscumbia—American Legion Fair Assn. Sept. 7-12. James DiRago, chairman.

ARIZONA

Prescott—Northern Ariz. State Fair Assn.-Prescott Frontier Days. July 2-5. Grace M. Sparkes.

ARKANSAS

Blytheville—Mississippi Co. Fair. Sept. 29-Oct. 4. J. Mell Brooks.

Camden—Fairview Community Fair Assn. Oct. 2-3. O. J. Seymour.

Pine Bluff—Five-County Fair Assn. Latter part of Sept. Thos. A. Hill.

CALIFORNIA

Anderson—Shasta Co. Fair. Sept. 24-27. S. A. Roycroft.

Caruthers—Caruthers District Fair Assn. Oct. 8-10. C. L. Walton.

Ferndale—Humboldt Co. Fair. Aug. 26-30. Dr. Jos. N. D. Hindley

Fresno—Fresno-Madera District Fair Assn. Sept. 29-Oct. 5. T. A. Dodge Jr.

Merced—31st District Fair. Oct. 1-4.

Pomona—Los Angeles Co. Fair. Sept. 18-Oct. 4. C. B. Afflerbaugh.

Sacramento—California State Fair. Sept. 5-14. Chas. W. Paine.

San Diego—22d District Agrl. Assn. Oct. 7-21. D. A. Noble.

San Jose—Santa Clara Co. Fair. Sept. 21-29. Trueman Letcher.

Santa Maria—Santa Barbara Co. Fair. July 22-26. Jesse H. Chambers.

Stockton—San Joaquin Co. Fair Assn. Aug. 22-30. E. G. Vollman.

Susanville—Lassen Co. Fair. Aug. 29-30. Mrs. Verna Wood.

Tulare—Tulare Co. Fair. Sept. 22-26. A. J. Elliott.

Turlock—Stanislaus Co. Fair. Aug. 3-9. Dr. A. J. Rousse, mgr.

Ventura—Ventura Co. Fair. Oct. 7-11.

COLORADO

Akron—Washington Co. Fair. Aug. 19-21. R. E. Fisher.

Cortez—Montezuma Co. Fair & Rodeo. Sept. 15-18. George A. Meistrell.

Greeley—Weld Co. Jr. Fair Assn. Aug. 19-21. L. V. Toyne.

Longmont—Boulder Co. Fair Assn. Probably last week in Aug. Frank Wadsworth.

Pueblo—Colorado State Fair. Aug 24-28 (tentative). Earl Clark, mgr.

Rocky Ford—Arkansas Valley Expo. & Fair Assn. Sept. 2-4. Belle Daring.

Sterling—Logan Co. Jr. Fair. Aug. 19-21 (tentative). M. V. Haines, mgr.

CONNECTICUT

Brooklyn—Windham Co. Agrl. Soc. Sept. 22-24. Marshall J. Frink.

Danbury—Danbury Fair. Oct. 5-10. G. M. Nevins.

Goshen—Goshen Agrl. Soc. Sept. 7. Edith W. Cooke.

Granby—Granby Grange Fair. Sept. —. Edwin H. Shattuck.

Guilford—Guilford Agrl. Soc. Sept. 30. L. E. Coulter.

Northfield—Beacon Grange Fair Assn. Sept. 12. Annie L. Hulme, R. D. 1, Thomaston, Conn.

Somers—Union Agrl. Soc. Sept. 30. B. R. Grant, Melrose, Conn.

South Woodstock—Woodstock Agrl. Soc. Sept. 15-16. Freeman R. Nelson, Pomfret Center, Conn.

Terryville—Terryville Fair. Sept. 26. Marion C. Mattoon, Plymouth, Conn.

Wolcott, near Waterbury—Wolcott Agrl. Soc. Sept. —. M. E. Pierpont, Waterbury, Conn.

DELAWARE

Harrington—Kent & Sussex Fair. July 28-Aug. 1. Ernest Raughley.

GEORGIA

Atlanta—Southeastern Fair Assn. Oct. 4-11. Virgil Meigs.

Bainbridge—Decatur Co. Fair. Week of Oct. 15. T. E. Rich.

Covington—Newton Co. Fair. Oct. —. Harry Odum.

Fitzgerald—Ben Hill Co. Fair. Oct. —. Homer Waters.

Jonesboro—Clayton Co. Fair Assn. Oct. 14-17. W. J. Estes Jr.

Lafayette—Walker Co. Fair Assn. Oct. 22-24. C. W. Wheeler.

Macon—Georgia State Expo. Oct. 19-24. E. Ross Jordan.

Marietta—Cobb Co. Fair Assn. Sept. 30-Oct. 3. L. R. Langley, County Agent.

Sandersville—Washington Co. Fair. Oct. 13-17. G. S. Chapman.

IDAHO

Caldwell—Homesteaders Jubilee & Night Rodeo. Aug. 20-22. Chas. Laurenson.

Filer—Twin Falls Co. Fair & Rodeo. Sept. 8-12. Thomas Parks.

Nampa—Nampa Harvest Festival & Rodeo. Sept. 7-9. Burton W. Reeves.

Pocatello—Bannock Co. Fair Assn. Probably Sept. 5-7. E. P. Brennan, mgr.

Sandpoint—Bonner Co. Fair Assn. Sept. 17-19. Bruce Turnbull.

ILLINOIS

Albion—Edwards Co. Agrl. Fair Assn. Aug. 11-15. Lyman Bunting, Ellery, Ill.

Aledo—Mercer Co. Agrl. Soc. Sept. 15-18. W. W. Warnock.

Anna—Anna Fair. Aug. 24-28. J. F. Norris.

Arthur—Arthur Moultrie-Douglas Co. Fair Assn. Aug. 11-14. H. E. Hood.

Ashley—Washington Co. Fair Assn. July 14-17. Chas. L. Logan Jr.

Augusta — Augusta Community Live-Stock Show. Sept. 1-3. L. Edson King.

Belvidere—Boone Co. Agrl. Soc. Sept. 1-4. George A. Ralston, Caledonia, Ill.

Benton—Franklin Co. Fair Assn. Aug. 4-7. Harry W. Nolen.

Breeze—Clinton Co. Agrl. Fair. Sept. 2-6. A. W. Grunz.

Bridgeport—Lawrence Co. Fair Assn. Aug. 31-Sept. 4. Sam Irwin.

Cambridge—Henry Co. Fair. Aug. 11-14. George W. Rogers.

Carrollton—Greene Co. Fair Assn. Sept. 1-5. H. C. Beatty.

Chicago—International Live-Stock Expo. Nov. 28-Dec. 5. B. H. Heide, Union Stock Yards, Chicago.

Du Quoin—Du Quoin State Fair Assn. Sept. 7-12. W. R. Hayes, gen. mgr.

Fairfield—Wayne Co. Fair Assn. Aug. 26-29. U. F. Johnson.

Farmer City—Farmer City Fair. Aug. 24-28. E. R. Rinehart.

Golconda—Pope Co. Agrl. Soc. July 22-25. Phillip Schoettle, Brownfield, Ill.

Greenup—Greenup Cumberland Co. Fair Assn. Aug. 11-15. J. D. Green.

Jerseyville—Jersey Co. Fair Assn. Sept. 5-10. Bill Ryan, Box 546, Springfield.

Knoxville—Knox Co. Fair Assn. Aug. 11-14. John D. Patton.

Lewistown—Fulton Co. Fair Assn. Aug. 11-14. E. C. Gillam.

McLeansboro—McLeansboro Fair Assn. Oct. 6-11. H. Mead.

Marion—Williamson Co. Fair Assn. Sept. 1-4. Ray Miller.

Marshall—Marshall Community Fair. Aug. 19-22. Chas. L. Blundell Jr.

Mazon—Grundy Co. Agrl. Fair. Sept. 4-7. G. E. Mellen.

Modesto—Macoupin Co. Agrl. Fair. Sept. 15-17. Albert Love.

Monee—Monee District Fair. Sept. 9-11. Harry J. Conrad.

Monticello—Piatt Co. Fair Assn. Aug. 31-Sept. 4. R. C. Smith.

Mount Carmel—Wabash Co. Free Fair. Aug. 24-28. Pete Ravenstein.

Mount Vernon—Mt. Vernon State Fair Assn. Sept. 21-26. Martin Henn.

Newman—Newman Community Fair. Sept. 1-4. W. C. Booton, pres.

Newton—Jasper Co. Fair. July 27-31. C. G. Batman.

Olney—Richland Co. Fair Assn. Sept. 8-11. A. C. Roberts.

Pecatonica—Winnebago Co. Fair Assn. Aug. 20-23. Arthur Woodruff.

Peotone—Will Co. Fair Assn. Sept. 2-4. Mrs. Elmer Barton.

Petersburg—Menard Co. Agrl. Fair. Sept. 9-11. Lloyd W. Chalcraft.

Princeton—Bureau Co. Fair. Aug. 25-28. G. P. Seibel.

Roseville—Warren Co. Fair. Aug. 25-28. E. H. Kirkpatrick.

St. Joseph—Champaign Co. Fair. Aug. 25-28. Everett R. Peters.

Sandwich—Sandwich Fair Assn. Sept. 2-4. C. L. Stinson.

Sparta—Randolph Co. Fair. Sept. 1-4 Rilen McConachie.

Springfield—Illinois State Fair. Aug. 15-23. E. E. Irwin, gen. mgr.

Stronghurst—Henderson Co. Fair Assn. Sept. 2-4. Ralph Butler.

Taylorville—Christian Co. Agrl. Fair Assn. July 27-31. C. C. Hunter.

Vienna—Johnson Co. Fair. Aug. 18-21. George Gray.

Warren—Warren Fair. Sept. 1-4. J. W. Richardson.

INDIANA

Akron—Akron Agrl. Fair Assn. Sept. 23-26. F. M. Fultz.

Anderson—Anderson Free Fair Assn. July 6-11. Fred J. Dixon.

Auburn—De Kalb Co. Fair Assn. Sept. 29-Oct. 3. H. E. Hart, gen. mgr.

Bluffton — Bluffton Free Street Fair Assn. Sept. 22-26. Carl Helms.

Boonville—Boonville Fair Assn. Aug. 3-8. Albert C. Derr.

Bourbon—Bourbon Fair Assn. Sept. 15-18. M. M. Beck.

Brookston—Brookston Street Fair & Horse Show. Sept. 16-19. S. M. Wynkoop.

Cayuga—Vermillion Co. Fair Assn. Aug. 18-21. V. N. Asbury, Newport, Ind.

Columbus—Bartholomew Co. Fair Assn. July 21-24. F. M. Overstreet.

Connersville—Fayette Co. Free Fair. Aug. 18-21. J. L. Kennedy.

Converse—Miami Co. Agrl. Assn. Sept. 15-18. D. E. Warnock.

Corydon—Harrison Co. Fair Assn. Aug. 24-28. Dr. L. B. Wolfe.

Crawfordsville — Montgomery Co. Fair Assn. July 26-31. Ward McClelland.

Fairmount—Grant Co. Agrl. Fair. Sept. 1-4. John R. Little.

Frankfort—Clinton Co. Fair Assn. Aug. 16-21. Will G. Ross.

Franklin—Johnson Co. Free Fair. July 13-18. Neil R. Godwin.

Goshen—Elkhart Co. Fair. Sept. 1-5. W. C. Manrow.

Greenfield—Hancock Co. Agrl. Assn. Aug. 3-7. John B. Hinchman.

Hartford City—Farmers & Merchants' Agrl. Assn. Free Fall Fair. Sept. 15-19. Ross Daugherty.

Huntingburg—Dubois Co. Fair Assn. Aug. 10-15. J. F. Overbeck.

Indianapolis—Indiana State Fair. Sept. 5-11. M. Clifford Townsend, Commissioner of Agriculture.

Kendallville—Kendallville Fair. Aug. 17-21. U. C. Brouse.

Kentland—Newton Co. Fair. Sept. 14-18. A. M. Schuh.

La Porte—La Porte Co. Fair Assn. Aug. 25-29. James A. Terry.

Lawrenceburg—Dearborn Co. Fair. July 27-Aug. 1. Leonard Haag.

Linton—Community Fair & Exhibit Show. Aug. 12-15. Lexie Smith.

Logansport—Cass Co. Fair Assn. Aug. 11-14. L. R. Price.

Lyons—Lyons Fair, Stock & Dog Show. Sept. 16-19. Lex Edwards.

Montpelier—Montpelier Speed Assn. July 22-24. H. L. Kelley.

Muncie—Muncie Fair. Aug. 1-7. F. J. Claypool.

North Vernon—North Vernon Free Fair. July 28-31. Fred H. Nauer.

Osgood—Ripley Co. Agrl. Assn. Probably Aug. 5-8. G. A. Triplett.

Portland—Jay Co. Fair Assn. Aug. 10-14. Mike Ankrom.

Princeton—Gibson Co. Fair Assn. Aug. 31-Sept. 5. H. W. Reinhart.

Rensselaer—Jasper Co. Fair Assn. Sept. 1-4. George M. Reed.

Reynolds—Reynolds Fair. Sept. 10-12. Albert Geier.

Rockville—Parke Co. Fair. Aug. 25-28. Walter Wimmer.

Salem—Washington Co. Fair Assn. Aug. 18-21. Chas. R. Morris.

Shelbyville—Shelby Co. Fair Assn. Aug. 10-15. George A. Parrish.

Terre Haute—Wabash Valley Fair. Aug. 29-Sept. 3. Paul Joab.

Thorntown—Thorntown Fair. Sept. 21-25. H. S. Spencer.

Warsaw—Kosciusko Co. Fair Assn. Sept. 22-26. Wm. Chinworth.

IOWA

Adel—Dallas Co. Fair. Aug. 24-26. Joe T. Beving.

Albia—Monroe Co. Agrl. Soc. Aug. 24-27. W. B. Griffin.

Algona—Kossuth Co. Agrl. Assn. Sept. 7-11. E. L. Vincent.

Allison—Butler Co. Fair. Sept. 8-11. A. H. Werner.

Alta—Buena Vista Co. Agrl. Soc. Aug. 18-21. C. J. Bains.

Audubon—Audubon Co. Fair. Sept. 14-18. W. F. Hoyt.

Aurora—Aurora Agrl. Soc. Sept. 1-3. E. D. Matteson, Lamont, Ia.

Avoca—Pottawattamie Co. Fair Assn. Aug. 24-27. Edwin K. Harris.

Bedford—Taylor Co. Fair Assn. Aug. 24-29. James Salter.

Bloomfield—Davis Co. Fair. Aug. 18-21. I. O. Jenkins.

Boone—Boone Co. Achievement Show. Aug. 24-26. Harley Walker.

Burlington—Burlington Tri-State Fair. Aug. 10-15. A. L. Biklen.

Central City—Wapsie Valley Fair Assn. Aug. 4-7. F. O. Satter.

Clarinda—Page Co. Fair. Aug. 20-22. Melvin Rope.

Columbus Junction—Louisa Co. Fair. Aug. 18-21. E. H. Wiegner.

Coon Rapids—Four-County Agrl. Assn. Sept. 28-Oct. 1. Gerald E. Johnston.

Corning—Adams Co. Fair. Sept. 14-18. A. L. Gauthier.

Corydon—Wayne Co. Agrl. Assn. Aug. 24-26. M. E. Donelson.

Cresco—Howard Co. Agrl. Soc. Sept. 1-4. John G. Meyer.

Davenport—Miss. Valley Fair & Expo. Aug. 16-22. H. W. Power.

Decorah—Winneshiek Co. Fair. Aug. 19-22. J. Peg Pearson.

Derby—Derby District Agrl. Assn. Sept. 8-11. L. W. Snook.

Des Moines—Iowa State Fair. Aug. 26-Sept. 4. A. R. Corey.

Donnellson—Lee Co. Fair. Aug 25-28. A. D. Krebill.

Eagle Grove—Eagle Grove District Junior Fair. Aug. 24-26. John Donhowe.

Eldon—Wapello Co. Agrl. Fair. Aug. 24-27. L. W. Hall.

Eldora—Hardin Co. Agrl. Soc. Aug. 18-21. George W. Haynes.

Elkader—Elkader Fair. Aug. 18-21. Thomas Thomsen.

Fonda—Pocahontas Co. Fair. Aug. 11-14. L. M. Ruck.

Fort Dodge—Webster Co. 4-H Achievement Fair. Aug. 24-26. Amos Knudson.

Garner—Hancock Co. Fair. Aug. 21-22. S. J. Oberhauser.

Greenfield—Adair Co. Fair Assn. Sept. 8-11. Frank A. Gatch.

Grundy Center—Grundy Co. Fair. Sept. 7-10. C. S. Macy.

Guthrie Center—Guthrie Co. Agrl. Soc. Sept. 21-25. Martin Branson.

Hampton—Franklin Co. Fair Assn. Sept. 14-18. Glenn D. Craighton.

Harlan—Shelby Co. Fair Assn. Aug. 18-21. H. P. Dowling.

Humboldt—Humboldt Co. Agrl. Soc. Sept. 4-7. Arch B. Myles.

Indianola—Warren Co. Fair Assn. Aug. 18-21. Victor Felter.

Iowa Falls—Central Iowa Agrl. Assn. Sept. 30-Oct. 1. C. H. Benedict.

Keosauqua—Van Buren Co. Fair. Sept. 1-4. A. J. Secor.

Lorimor—Lorimor Agrl. Fair. Aug. 24-27. Mrs. Roy Hammans.

Manchester—Delaware Co. Fair. Aug. 11-14 E. W. Williams.

Manson—Calhoun Co. Fair Assn. Aug. 20-23. H. H. Trumbull.

Marshalltown—Central Iowa Fair. Sept. 14-18. E. B. Clinton.

Mason City—North Iowa Free Fair. Aug. 24-28. F. G. Mitchell.

Missouri Valley—Harrison Co. Fair Assn. Sept. 8-11. Frank C. Burke.

Monticello—Jones Co. Fair Assn. Aug. 25-28. L. E. Hoag, pres.

Mount Pleasant—Henry Co. Agrl. Assn. Aug. 18-21. Frank Price.

Moville—Woodbury Co. Fair Assn. Sept. 8-11. F. L. McDermott.

Nashua—Big Four Fair Assn. Aug. 17-22. Norton Bloom.

National—Clayton Co. Agrl. Soc. Sept. 4-7. F. L. Lau, Garnavillo, Ia.

Northwood—Worth Co. Fair Soc. Aug. 31-Sept. 2. R. T. Nelson.

Orange City—Sioux Co. Agrl. Assn. Aug. 24-27. Gerrit Van Stryland.

Osage—Mitchell Co. Fair. Aug. 17-21. C. E. Juhl.

Oskaloosa—Southern Iowa Fair. Aug. 17-21. Roy E. Rowland.

Postville—Big 4 Fair. Sept. 11-14. J. C. Weihe.

Primghar—O'Brien Co. Stock Show & Agrl. Assn. Aug. 24-25. M. G. Birlingmair.

Rock Rapids—Lyon Co. Fair. Sept. 1-4. W. G. Smith.

Rockwell City—Rockwell City Fair Assn. Aug. 12-14. E. B. Trickel.

Sac City—Sac Co. Fair. Aug. 23-27. W. A. Cobb.

Sibley—Osceola Co. Live Stock Show. Sept. 8-11. A. J. Salland.

Spencer—Clay Co. Fair. Sept. 14-19. L. C. Dailey.

Vinton—Benton Co. Fair. Aug. 18-21. C. D. Moore, Urbana, Ia.

Waterloo—Dairy Cattle Congress. Sept. 28-Oct. 4. E. S. Estel.

Waukon—Allamakee Co. Fair Assn. Sept. 8-11. A. M. Monserud, Harpers Ferry, Ia.

Waverly—Bremer Co. Fair Assn. Sept. 1-4. Claude E. Wylam.

Webster City—Hamilton Co. Expo. Sept. 7-11. L. L. Lyle.

West Liberty—Union District Agrl. Soc. Aug. 22-26. J. M. Addleman.

West Union—Fayette Co. Agrl. Soc. Aug. 24-28. Ed Bauder.

What Cheer—Keokuk Co. Fair. Aug. 24-27. E. P. Lally.

Winfield—Winfield Fair Assn. Aug. 25-28. J. Russell.

KANSAS

Anthony—Anthony Fair Assn. July 14-18. O. F. Morrison.

Barnes—Washington Co. Banner Fair. Sept. 9-11. D. Linn Livers.

Belleville—North Central Kansas Free Fair. Aug. 31-Sept. 4. Tudor J. Charles, Republic, Kan.

Big Spring—Douglas Co. Live Stock & Agrl. Fair Assn. Sept. 2-4. Pete Bahnmaier, Lecompton.

Blue Rapids—Marshall Co. Fair Assn. Sept. 29-Oct. 2. H. C. Lathrap.

Burden—Eastern Cowley Co. Fair Assn. Aug. 26-28. Dick Alexander.

Burlington—Coffey Co. Agrl. Fair Assn. Sept. 21-25. John Redmond.

Caldwell—Sumner Co. Fair Assn. Sept. 30-Oct. 2. George W. Murray.

Chanute—Neosho Co. Fair. Sept. 7-12. T. F. Morrison.

Clay Center—Clay Co. Free Fair Assn. Sept. 8-11. W. F. Miller.

Coffeyville—Montgomery Co. Fair Assn. Sept. 28-Oct. 2. Albert R. Reiter.

Colby—Thomas Co. Fair Assn. Aug. 18-21. J. B. Kuska.

Columbus — Cherokee Co. American Legion Free Fair. Aug. 24-29. R. C. Osterhout.

Cottonwood Falls—Chase Co. Fair Assn. Sept. 30-Oct. 3. H. U. Slack.

Delphos—North Ottawa Co. Fair. Sept. 2-5. Floyd Powell.

Dighton—Lane Co. Fair Assn. Aug. 12-14. W. J. Matthias.

Dodge City—Southwest Fair Assn. Week starting Sept. 7 (tentative). George Shuler Jr.

Effingham—Atchison Co. Fair Assn. Aug. 18-21. C. J. Hegarty.

Girard—Crawford Co. Fair Assn. Aug. 18-21. Mrs. Ella Schneider.

Glasco—Cloud Co. Fair. Sept. 9-12. R. M. Sawhill.

Goodland—Northwestern Kansas Dist. Free Fair Assn. Aug. 25-28. H. R. Shimeall.

Greensburg—Kiowa Co. Free Fair Assn. Week of Oct. 7. M. Hemphill.

Hardtner—Barber Co. Fair Assn. Aug. 31-Sept. 4. J. M. Molz

Harper—Harper Co. Fair Assn. Oct. 20-23. R. E. Dresser.

Hillsboro—Marion Co. Fair Assn. Oct. 6-9. Leon H. Harms.

Hugoton—Stevens Co. 4-H Achievement Fair. Approx. Oct. 15-17. H. E. Brown, pres.

Hutchinson—Kansas State Fair. Sept. 19-25. H. W. Avery.

Iola—Allen Co. Agrl. Soc. Aug. 24-28. A. M. Dunlap.

Kincaid—Kincaid Farmers' Fair Assn. Sept. 24-26. W. R. Brown.

Kingman—Kingman Co. Fair Assn. Oct. 14-17. Arthur Goenner, Zenda, Kan.

La Cygne—Linn Co. Fair & Stock Show. Sept. 1-4. Paul W. Keith.

Meade—Meade Co. Fair Assn. Aug. 26-29. Agnes W. Todd.

Onaga—Pottawatomie Co. Fair Assn. Aug. 26-28. A. H. Haughawout.

Oswego—Labette Co. Fair. Aug. 24-30. Dr. F. J. Faulkner.

Ottawa—Franklin Co. Free Fair. Sept. 1-5. E. Lister.

Overland Park—Johnson Co. Fair. Aug. 26-29. W. D. Fleming.

Parsons—Tri-State Fair Assn. Aug. 10-14. J. R. Rockhold.

Richmond—Richmond Free Fair Assn. Aug. 20-21. John H. Roeckers.

Rush Center—Rush Co. Agrl. & Fair Assn. Aug. 25-28. L. E. Dixon.

Russell—Russell Co. Fair Assn. Sept. 29-Oct. 2. A. L. Boyd.

Salina—4-H Club Fair. Sept. 9-11. S. L. Sondergard.

Thayer—Thayer Home-Coming Picnic & Fair Assn. Sept. 2-4. H. M. Minnich.

Topeka—Kansas Free Fair. Sept. 14-19. Maurice W. Jencks.

Uniontown—Bourbon Co. Fair Assn. Aug. 4-7. W. A. Stroud.

Valley Falls—Jefferson Co. Fair. Sept. 2-4. Bert W. Booth.

Wakeeney—Trego Co. Free Fair. Aug. 25-28. Willis S. Spitsnaugle.

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Wakefield—Wakefield Free Fair. Oct. 8-9. John Koerner.
Washington — Washington Co. Fair Assn. Sept. 17-19. A. C. Fuhrken.
West Mineral—Mineral District Free Fair. Sept. 9-12. J. C. Thompson.
Wetmore—Wetmore Free District Fair. Sept. 23-25. E. J. Woodman.
Winfield—Cowley Co. Fair Assn. Oct. 6-9. G. B. Wooddell.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 5-7. J. W. Shaw, 335 York st., Newport, Ky.
Bedford—Trimble Co. Fair Assn. Sept. 11-12. C. R. Barnes.
Carlisle—Nicholas Co. Agrl. Fair. Approx. first week in Oct. S. C. Vaughn.
Ewing—Fleming Co. Agrl. Fair. Aug. 20-22. Fearce West.
Franklin — Simpson Co. Fair. Sept. 23-26. Cyril D. Duncan.
Germantown—Germantown Fair. Aug. 26-29. C. D. Asbury, R. 1, Augusta, Ky.
Grayson—Carter Co. Fair. July 20-25. J. L. Lusby.
Greensburg—Green Co. Fair. Aug. 27-29. S. J. Simmons.
Guthrie—Kentucky-Tennessee Fair. Aug. 26-29. T. T. Kimbrough.
Harrodsburg—Mercer Co. Fair Assn. July 27-31. B. F. Norfleet.
Hartford—Ohio Co. Fair. Aug. 27-29. H. M. Porter.
Lawrenceburg — Lawrenceburg Fair, ausp. American Legion. Aug. 19-22. Frank Routt.
Lexington—Lexington Colored Fair Assn. Aug. 10-15. John B. Caulder.
Louisa—Lawrence Co. Fair Assn. Aug. 30-Sept. 5. H. H. Roberts.
Russell Springs—Russell Co. Fair. Aug. 6-8. W. W. Owens.
Scottsville—Allen Co Farmers' Free Fair. Aug. 27-29. E. T. Meador.
Somerset—Pulaski Co. Fair Assn. Week of Aug. 24. Beecher Smith Jr.
Vanceburg—Vanceburg Fair. Aug. 10-12. Mrs. Nell Kimble.

LOUISIANA

De Ridder—Beauregard Parish Fair Assn. Oct. 13-17. Ruth Calvert.
Donaldsonville—South La. State Fair. Oct. 11-18. R. S. Vickers.
Eunice—Tri-Parish Fair Assn. Oct. 22-25. J. C. Keller.
Jennings—Jeff Davis Parish Fair. Oct. 29-Nov. 1. Alfred Maund.
Jonesboro—Jackson Parish Fair Assn. Oct. 5-10. W. T. Holloway.
Leesville—Vernon Parish Fair Assn. Oct. 7-10. O. E. Morris.
Loranger—Tangipahoa Parish Fair. Oct. 4-6. E. E. Puls.
New Roads—Pointe Coupee Parish Fair Assn. Oct. 2-4. J. Wade LeBeau.
Olla—North Central La. Fair. Oct. 6-10. H. Vinyard.
St. Francisville--West Feliciana Parish Colored Fair. Oct. 2-3. J. E. Ringgold.
Shreveport—State Fair of La. Oct. 24-Nov. 2. W. R. Hirsch, mgr.
Sulphur—Calcasieu-Cameron Fair. Nov. 2-7. Mrs. A. H. Lafargue.
Tallulah—Louisiana Delta Fair Assn. Oct. 6-9. P. O. Benjamin.
West Monroe — Ouachita Valley Fair Assn. Oct. 6-9. George H. Dierlaman.

MAINE

Athens—Wesserunsett Valley Fair Assn. Sept. 29-30. W. A. Dore.
Bangor—Eastern Maine State Fair. Aug. 24-29. Jos. Steward.
Bluehill—Bluehill Fair. Sept. 7-9. E. G. Williams.
Canton—Androscoggin Valley Fair Assn. First week in Sept. C. D. Orient.
Cornish—Cornish Agrl. Assn. Aug. 4-7. Leon M. Ayer.
Damariscotta—Lincoln Co. Fair. Sept. 1-3. John N. Glidden.
Dover-Foxcroft—Piscataquis Valley Agrl. Soc. Aug. 29. Frank A. Pierce.
Exeter—Penobscot & Piscataquis Fair Assn. Sept. 1-4. A. W. Hill, 64 Third st., Bangor.
Farmington—Franklin Co. Agrl. Soc. Sept. 22-24. Frank E. Knowlton.
Fryeburg—West Oxford Agrl. Soc. Oct. 5-10. G. Myron Kimball.
Leeds—Leeds Agrl. Soc. Oct. 6. Mrs. Alice L. Russell.
Lewiston—Maine State Fair. Sept. 7-12. J. J. Jacubouis, Auburn, Me.
Machias—Washington Co. Agrl. Soc. Sept. 15-16. J. L. Andrews, Jonesboro, Me.
Monmouth—Cochnewagan Agrl. Assn. Sept. 30. W. E. Reynolds.
Presque Isle—Northern Maine Fair. Sept. 7-10. Clayton H. Steele.
South Paris—Oxford Co. Agrl. Soc. Sept. 15-19. Stanley M. Wheeler.
Topsham—Topsham Fair. Oct. 13-15. E. C. Patten.
Union—North Knox Fair. Sept. 29-Oct. 1. H. L. Grinnell.
Waterville—Kennebec Co. Fair. Sept. 1-4. Edgar J. Brown.

MARYLAND

Cumberland—Cumberland Fair Assn. Aug. 24-29. Harry A. Manley, gen. mgr.
Frederick—Great Frederick Fair. Oct. 13-16. Guy K. Motter.
La Plata—Charles Co. Fair. Probably Sept. 25-26. Bergen Brown.
Timonium—Maryland State Fair & Agrl. Soc. of Baltimore Co. Sept. 7-12. M. L. Daiger, Pimlico Race Course, Baltimore.

MASSACHUSETTS

Blandford—Union Agrl. Soc. Sept. 7-8. C. R. Ripley.
Bridgewater—Plymouth Co. Agrl. Soc. Sept. 5 and 7. Lillian W. Baird, R. F. D., Whitman, Mass.
Brockton—Brockton Agrl. Soc. Sept. 14-19. Frank H. Kingman.
Cummington—Hillside Agrl. Soc. Sept. 29-30. Leon A. Stevens.
Great Barrington — Housatonic Agrl. Soc. Sept. 30-Oct. 2. Edward T. Janney.
Greenfield—Franklin Co. Agrl. Soc. Sept. 14-16. Whitman B. Wells.
Heath—Heath Agrl. Soc. Aug. 26. Homer S. Tanner.
Huntington—Littleville Community Fair Assn. Sept. 18-19. Pearl T. Rich.
Middlefield—Highland Agrl. Soc. Sept. 4-5. Willard A. Pease, Chester, Mass.
Nantucket—Nantucket Agrl. Soc. Aug. 26-27. Herbert P. Smith.
Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Oct. 1-3. George H. Bean.
Springfield—Eastern States Expo. Sept. 20-26. Chas. A. Nash, gen. mgr.
Topsfield—Essex Co. Fair. Sept. 9-12 (tentative). Ralph H. Gaskill.

MICHIGAN

Adrian—Lenawee Co. Fair. Sept. 21-26. F. A. Bradish.
Allegan—Allegan Co. Agrl. Soc. Sept. 22-26. E. W. DeLano.
Alpena—Alpena Co. Agrl. Soc. Sept. 7-11. Ray J. Bushey.
Ann Arbor—Washtenaw Co. Fair Soc. Sept. 1-4. Robert H. Alber.
Bad Axe—Bad Axe Fair. Aug. 18-21. R. P. Buckley.
Caro—Tuscola Co. Fair Assn. Aug. 24-28. Carl F. Mantey.
Centerville—St. Joseph Co. Fair Assn. Sept. 22-26. S. C. Hagenbuch, Three Rivers, Mich.
Charlotte—Eaton Co. 4-H Agrl. Soc. Sept. 2-4. Hans E. Kardel.
Detroit—Michigan State Fair. Sept. 4-13. George A. Prescott Jr.
Escanaba—Upper Peninsula State Fair. Aug. 17-23. Robert C. Pryal.
Harrison—Clare Co. Agrl. Soc. Sept. 15-18. John C. Kemmis.
Hart—Oceana Co. Agrl. Soc. Sept. 8-11. G. E. Wyckoff.
Hartford—Van Buren Co. Fair. Sept. 15-19. Paul F. Richter.
Hastings—Barry Co. Fair. Sept. 8-12. Maurice Foreman.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 27-Oct. 3. H. B. Kelley.
Imlay City—Lapeer Co. Fair. Sept. 14-18. Frank Rathsburg.
Ionia—Ionia Free Fair. Aug. 17-22. Fred A. Chapman.
Ithaca—Gratiot Co. Agrl. Soc. Week of Aug. 10. George Winget.
Kalamazoo—Kalamazoo Co. Fair. Aug. 10-15. H. T. Crandell, Caro, Mich.
Marne—Berlin Fair. Sept. 1-4. Mrs. Harvey Walcott, R. R. 2, Coopersville, Mich.
Marquette—Marquette Co. Agrl. Soc. Aug. 25-29. Milton C. Spencer.
Marshall—Calhoun Co. Fair Assn. Aug. 25-28. B. D. Carpenter.
Milford—Oakland Co. Fair Assn. Aug. 12-15. W. S. Lovejoy.
Muskegon—Muskegon Co. Junior Expo. Sept. 15-18. C. H. Knopf.
Norway—Dickinson Co. Fair. Sept. 4-7. Art Lonsdorf, Court House, Iron Mountain, Mich.
Pickford—Pickford District Fair. Sept. 2-4. John H. Wise.
Saginaw—Saginaw Fair. Sept. 13-19. Wm. F. Jahnke.
Stalwart—Stalwart Agrl. Soc. Oct. 1-2. R. G. Crawford.
Traverse City—Northwestern Mich. Fair Assn. Aug. 31-Sept. 4. Arnell Engstrom.

MINNESOTA

Ada—Norman Co. Fair. July 2-4. A. C. Pederson.
Aitkin—Aitkin Co. Agrl. Soc. Aug. 24-26. W. F. Murphy.
Albert Lea—Freeborn Co. Fair. Aug. 24-27. Andrew C. Hanson.
Alexandria—Douglas Co. Agrl. Assn. Aug. 26-29. R. S. Thornton.
Anoka—Anoka Co. Agrl. Soc. Approx. Aug. 10-13. George W. Green.
Appleton—Swift Co. Fair Assn. Aug. 19-23. J. G. Anderson.
Arlington—Sibley Co. Agrl. Assn. Aug. 20-22. O. S. Vesta.
Austin—Mower Co. Agrl. Soc. Sept. 2-5. B. J. Huseby, Adams, Minn.
Bagley—Clearwater Co. Agrl. Soc. Aug. 22-25. P. L. Renne.
Barnesville—Clay Co. Fair & Agrl. Assn. June 18-20. P. O. Solum.
Barnum—Carlton Co. Agrl. & Indust. Assn. Aug. 25-27. A. H. Dathe.
Baudette—Lake of the Woods Co. Fair Assn. Aug. 12-14. John F. Clark.
Bayport—Washington Co. Agrl. Soc. Aug. 21-23. A. L. Sjowall, Stillwater, Minn.
Bemidji—Beltrami Co. Fair Assn. Aug. 20-22. F. M. Taylor.
Bird Island—Renville Co. Agrl. Assn. Sept. 14-16. H. W. Mielke.
Blue Earth—Faribault Co. Agrl. Soc. Sept. 2-4. Everett Werner.
Caledonia—Houston Co. Fair Assn. Aug. 24-27. Ed Zimmerhakl.
Cambridge—Isanti Co. Fair. Sept. 2-5. L. O. Carlson.
Canby—Yellow Medicine Co. Fair. Aug. 24-26 J. H. Thiesen.
Cannon Falls—Cannon Valley Agrl. Assn. July 2-4. Carl O. Olson.
Clinton—Big Stone Co. Agrl. Soc. Sept. 2-5. F. W. Watkins.
Dassel—Dassel Free Fair. Oct. 1-3. O. E. Linquist.
Detroit Lakes—Becker Co. Fair Assn. Aug. 27-29. E. E. Burnham.
Elk River—Sherburne Co. Agrl. Soc. Sept. 2-5. C. E. Stower.
Fairmont—Martin Co. Agrl. Soc. Sept. 14-16. H. C. Nolte.
Faribault—Faribault Fair Assn. Aug. 10-12. Carl Hansen.
Farmington—Dakota Co. Agrl. Soc. Sept. 23-26. T. J. Grove.
Fergus Falls—Otter Tail Co. Agrl. Soc. & Fair Assn. Aug. 20-22. A. W. Tomhave.
Fertile—Polk Co. Agrl. Fair Assn. June 29-July 1. Jos. W. Reseland.
Fosston—Northwestern Minn. Agrl. Assn. Aug. 27-30. H. Algaard.
Garden City—Blue Earth Co. Agrl. Soc. Aug. 24-26. A. D. McCormack.
Glenwood—Pope Co. Fair Assn. Sept. 14-16. W. H. Engebretson.
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 28-30. Allen J. Doran.
Hallock—Kittson Co. Agrl. Soc. June 25-27. Duffie Larson.
Herman—Grant Co. Agrl. Assn. Sept. 2-5. E. R. Haney.
Hibbing—St. Louis Co. Fair. Aug. 28-30. George C. Pauley.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 27-29. Jimmie Manchester.
Howard Lake—Wright Co. Agrl. Soc. Sept. 3-5. A. E. Strache.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 21-24. Everett Oleson.
Jackson—Jackson Co. Fair Assn. Sept. 4-7. George B. Peterson.
Jordan—Scott Co. Good Seed Assn. Sept. 17-19. George B. Strait.
Kasson—Dodge Co. Fair. Aug. 24-27. O. A. Erickson.
LeCenter—LeSueur Co. Fair. Aug. 14-16. W. J. Baker.
Litchfield—Meeker Co. Agrl. Soc. Approx. Aug. 20-22. D. E. Murphy, Dassel, Minn.
Little Falls—Morrison Co. Fair. Aug. 22-24. A. I. Stone.
Littlefork—Northern Minn. District Fair Assn. Aug. 15-18. George Dahl.
Long Prairie—Todd Co. Agrl. Soc. Aug. 24-26. L. Langeson, Clarissa, Minn.
Luverne—Rock Co. Tri-State Fair. Aug. 27-30. George W. Fried.
Madison—Lac qui Parle Co. Agrl. Soc. Sept. 13-16. Olaf T. Mork.
Mahnomen—Mahnomen Co. Agrl. Assn. July 2-4. E. A. Rumreich.
Mankato—Mankato Fair & Blue Earth Co. Agrl. Assn. Aug. 15-19. Roland E. Olson.
Marshall—Lyon Co. Agrl. Soc. Sept. 1-4. R. W. Williams.
Montevideo—Chippewa Co. Fair. Sept. 14-16. A. M. Falkenhagen.
Mora—Kanabec Co. Agrl. Soc. Aug. 22-26. E. J. Randall.
Morris—Stevens Co. Agrl. Soc. Sept. 5-8. S. F. Tomlin.
Nevis—Hubbard Co. Agrl. Assn. Sept. 15-17. Mrs. Chas. A. Smith.
New Ulm—Brown Co. Agrl. Soc. Aug. 27-30. Wm. A. Lindemann.
Northfield—Rice Co. Agrl. Soc. Aug. 27-29. W. F. Schilling Sr.
Northome—Koochiching Co. Agrl. Soc. Aug. 19-21. C. W. Bray.
Owatonna—Steele Co. Agrl. Soc. Aug. 19-23. C. A. Tincher.
Park Rapids—Shell Prairies Agrl. Assn. Aug. 31-Sept. 3. B. E. Breuer.
Pequot—Crow Wing Co. Agrl. Soc. Aug. 6-9. A. C. Larson.
Perham—Perham Agrl. Soc. Approx. Aug. 24-26. C. W. Lotterer.
Pillager—Cass Co. Agrl. Soc. Approx. Sept. 14-15. P. H. Sorg.
Pine City—Pine Co. Fair. Aug. 20-22. W. S. McEachern.
Pine River—Cass Co. Agrl. Assn. Aug. 24-26. Alice Henry.
Pipestone—Pipestone Co. Fair. Aug. 20-22. Roy Malosh.
Plainview—Wabasha Co. Fair Assn. Aug. 27-30. R. L. Irish.
Preston—Fillmore Co. Agrl. Soc. Aug. 27-30. Chas. H. Utley.
Princeton—Mille Lacs Co. Agrl. Soc. Aug. 26-29. Louis W. Stolle.
Proctor—St. Louis Co. Fair Assn. Aug. 21-23. A. J. Sundquist.
Redwood Falls—Redwood Co. Agrl. Soc. Sept. 28-Oct. 1. W. A. Hauck.
Rochester—Olmsted Co. Agrl. Assn. Aug. 14-16. J. G. Devlin, mgr.
Roseau—Roseau Co. Agrl. Soc. July 22-24. Chas. Christianson.
Rush City—Chisago Co. Agrl. Soc. Aug. 27-29. George W. Larson, North Branch, Minn.
St. Charles—Winona Co. Agrl. Fair Assn. Aug. 21-23. R. M. Dixon.
St. Cloud—Benton Co. Agrl. Soc. Aug. 21-23. Frank L. Smith.
St. James—Watonwan Co. Agrl. Assn. Aug. 24-26. E. C. Veltum.
St. Paul—Minnesota State Fair. Sept. 5-12. Raymond A. Lee, State Fairgrounds.
St. Peter—Nicollet Co. Agrl. Soc. Sept. 4-6. J. J. Clifford.
Sauk Center—Stearns Co. Agrl. Soc. Aug. 29-31. J. A. Schoenhoff.
Shakopee—Scott Co. Agrl. Soc. Approx. Aug. 14-15. R. T. Schumacher.
Slayton—Murray Co. Agrl. Soc. Sept. 3-5. W. M. Leebens, Fulda, Minn.
Thief River Falls—Pennington Co. Agrl. Soc. Aug. 4-7 (tentative). Robt. J. Lund.
Two Harbors—Lake Co. Agrl. Soc. Aug. 19-22. Fred D. W. Thias.
Tyler—Lincoln Co. Fair Assn. Aug. 27-30. Jens S. Bollesen.
Waconia—Farmers' Co-Op. Agrl. Soc. Aug. 20-22. H. A. Stahlke.
Wadena—Wadena Co. Free Fair. Aug. 17-20. Whitney Murray.
Warren—Marshall Co. Agrl. Assn. June 22-24. J. A. Grindeland.
Waseca—Waseca Co. Agrl. Soc. Sept. 1-3. E. H. Smith.
Wheaton—Traverse Co. Agrl. Assn. Sept. 16-19 J. B. Bruns.
White Bear Lake—Ramsey Co. Fair. Aug. 20-22. Robert Freeman, 731 Court House, St. Paul.
Willmar—Kandiyohi Co. Fair Assn. Sept. 16-19. Wm. O. Johnson.
Windom-Cottonwood Co. Agrl. Soc. Aug. 31-Sept. 3. Phil G. Redding.
Worthington—Nobles Co. Fair Assn. Aug. 31-Sept. 3. Agnes Hansen.
Zumbrota—Goodhue Co. Agrl. Soc. Sept. 18-19. Lewis Scofield.

MISSISSIPPI

Hazlehurst—Copiah Co. Fair Assn. Oct. 8-10. Wm. Long.
Jackson—Mississippi State Fair. Oct. 19-24. Mabel L. Stire.
Kosciusko—Attala Co. Fair. Oct. 5-10. Jones Woodward.
Louisville—Winston Co. Fair. Oct. 12-17. Mrs. R. W. Boydstun.
Tupelo—Miss.-Ala. Fair Assn. Oct. 6-10. F. A. Henderson.
Yazoo City—Yazoo Co. Fair Assn. Week of Oct. 5. D. Wolerstein.
Yazoo City—Yazoo Negro Fair Assn. Oct. 12-17. R. J. Pierce.

MISSOURI

Albany—Gentry Co. Agrl. Soc. Sept. 2-4. T. C. Hazelrigg.
Caruthersville—American Legion Fair. Oct. 6-11. George Gray, gen. mgr.
Easton—Buchanan Co. Agrl. Soc. Sept. 9-12. Henry B. Iba.
Kahoka — Clark Co. Fair Assn. Aug. 4-7. Lynne Gregory.
Kansas City—American Royal Live Stock & Horse Show. Oct. 17-24. F. H. Servatius.
Mansfield—Ozark Summit Expo. Aug. 5-8. James H. Davis.
Mountain Grove—Tri-County Fair Assn. Oct. 1-3. W. A. Hoffarth.
Poplar Bluff—Butler Co. Fair Assn. Sept. 14-19. Haskell S. Bloodworth.
Prairie Home—Cooper Co. Agrl. Soc. Aug. 12-13. Dr. A. L. Meredith.
Sedalia—Missouri State Fair. Aug. 22-29. Chas. W. Green.
Shelbina—Shelby Co. Fair. Aug. 25-28. Ernest E. Key.

MONTANA

Baker—Fallon Co. Fair Assn. Sept. 17-19. Keith Sime.
Billings—Midland Empire Fair. Aug. 10-15. Harry L. Fitton, mgr.
Chinook—Blaine Co. Fair. Sept. 5-7. James Griffin.
Culbertson—Roosevelt Co. Fair Assn. Sept. 4-6. A. W. Warden.
Dodson—Phillips Co. Fair. Aug. 28-30. S. E. Kodalen.
Forsyth — Rosebud Co. Fair. Sept. 14-16. Ralph D. Mercer.
Fort Benton—Chauteau Co. Fair. Sept. 11-13. L. R. Loundagin.
Great Falls—North Montana State Fair. Aug. 3-8. Harold F. Depue.
Havre—Hill Co. Fair. Aug. 25-27. Earl J. Bronson.
Kalispell—Flathead Co. Fair. Sept. 14-17.
Miles City—Eastern Montana Fair. Sept. 10-12. J. H. Bohling.
Missoula—Western Montana Fair. Sept. 1-5 (subject to change). Chas. Keim.
Sidney—Richland Co. Fair Assn. Sept. 7-9. Jack M. Suckstorff.

NEBRASKA

Arlington—Washington Co. Agrl. Soc. Sept. 1-4. Howard Rhea.
Arthur—Arthur Co. Agrl. Soc. Sept. 3-5. Ira E. Sage.
Auburn—Nemaha Co. Fair Assn. Aug. 31-Sept. 4. G. E. Codington.
Aurora—Hamilton Co. Agrl. Soc. Aug. 24-28. H. E. Toof.
Bladen—Webster Co. Fair Assn. Aug. 26-28. Carl G. Waechter.
Bloomfield—Knox Co. Live Stock & Fair Assn. Sept. 13-15. Henry F. Kuhl, Plainview, Neb.
Broken Bow—Custer Co. Agrl. Soc. Sept. 2-4. P. G. Richardson.
Burwell—Garfield Co. Frontier Fair Assn. Aug. 12-14. F. W. Manasil.
Chadron—Dawes Co. Fair & Agrl. Soc. Sept. 9-12. Harry T. Sly.
Chambers—South Fork Holt Co. Agrl. Soc. Sept. 8-11. Clair Grimes.
Chappell—Deuel Co. Fair Assn. Sept. 2-4. S. E. Olson.
Clay Center—Clay Co. Agrl. Soc. Sept. 21-25. H. H. Harvey.
Deshler—Thayer Co. Agrl. Soc. Aug. 25-28. E. J. Grupe.
Geneva—Fillmore Co. Agrl. Soc. Second week in Sept. Chas. G. McEachran.
Gordon—Sheridan Co. Fair & Rodeo. Sept. 2-4. Fred B. Fitch.
Hartington—Cedar Co. Fair Assn. Sept. 8-11. Alphonse Lammers.
Hemingford—Box Butte Co. Agrl. Soc. Sept. 1-3. Frank Dee.
Holdrege—Phelps Co. Agrl. Soc. Aug. 26-28. R. M. Morrison, R. 1, Loomis, Neb.
Humboldt—Richardson Co. Agrl. Soc. Sept. 16-18. F. J. Pipal.
Hyannis—Grant Co. Agrl. Soc. & Rodeo. Sept. 1-3. Ira R. Ashley.
Kearney—Buffalo Co. Agrl. Assn. Aug. 24-28. Allen Cook.
Kimball—Kimball Co. Agrl. Soc. Aug. 25-27. V. B. Cargill.
Leigh—Colfax Co. Agrl. Soc. Sept. 9-11. J. D. Wurdeman.
Lexington—Dawson Co. Fair Assn. Sept. 1-4. Mark E. Mallett.
Lincoln—Nebraska State Fair & Expo. Sept. 6-12. Perry Reed.
Madison—Madison Co. Agrl. Soc. Sept. 1-4. O. F. Metschke.
Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 9-12. O. P. Burrows.
Neligh—Antelope Co. Agrl. & Fair Assn. Sept. 8-11. C. E. Ward.
Nelson—Nuckolls Co. Agrl. Soc. Sept. 16-18. Madison Sage.
Norden—Keyapaha Co. Agrl. Fair Assn. Sept. 9-11. L. G. Evans.
Ogallala—Keith Co. Fair Assn. Aug. 19-22. R. E. Searle.
Omaha—Ak-Sar-Ben Live Stock & Horse Show & Rodeo. Oct. 10-16. J. J. Isaacson, mgr.
Orleans—Harlan Co. Jr. Fair Assn. Aug. 18-22. Al Jordan.
Osceola—Polk Co. Fair Assn. Aug. 25-28. Jay Hastings.
Pierce—Pierce Co. Agrl. Soc. Aug. 25-28. W. A. Boche.
Scribner—Scribner Stock Show. Sept. 16-18. W. H. Hasebroock.
Seward—Seward Co. Agrl. Soc. Sept. 1-4. Stanley A. Matzke.
Stanton—Stanton Co. Agrl. Assn. Aug. 18-21. Ervine E. Pont.
Stapleton—Logan Co. Agrl. Soc. Sept. 17-19. Robert Moore.
Stockville—Frontier Co. Fair. Aug. 24-27. Ralph E. Lidgard.
Tecumseh—Johnson Co. Fair. Sept. 14-16. T. J. Current.
Valentine—Cherry Co. Agrl. & Live Stock Assn. Sept. 8-11. W. E. Haley.
Wahoo—Saunders Co. Agrl. Soc. Aug. 26-28. R. C. Anderson.
Waterloo—Douglas Co. Fair. Sept. 16-19. Robert Herrington.
West Point—Cuming Co. Fair. Aug. 30-Sept. 3. Ed M. Baumann.

NEVADA

Winnemucca—Humboldt Co. Fair Assn. Sept. 5-7. H. C. Oastler, pres.

NEW HAMPSHIRE

Center Sandwich—Sandwich, Town & Grange Fair Assn. Oct. 12. Chas. B. Hoyt, mgr.
Deerfield—Deerfield Fair Assn. Probably Oct. 7-8. E. B. Hersey, R. F. D., Gossville, N. H.
Lancaster—Coos & Essex Agrl. Soc. Sept. 5-8. Carroll Stoughton.
Rochester—Rochester Fair. Sept. 29-Oct. 3. Ralph E. Came.

NEW JERSEY

Egg Harbor City—Atlantic Co. Agrl. Fair. Sept. 2-5. A. G. Vautrinot.
Flemington — Flemington Agrl. Fair Assn. Sept. 1-7. Major E. B. Allen, mgr.
Hackettstown—Hackettstown Fair. Aug. 1-8. Howard S. Sutton.
Trenton—Trenton Fair. Sept. 29-Oct. 3. J. Fred Margerum, gen. mgr.
Woodstown—Salem Co. Fairodeo. Aug. 4-8. Howard Harris Jr.

NEW MEXICO

Roswell—Eastern N. M. State Fair. Oct. 7-10. Myron S. Prager.

Willard—Torrance Co. Fair Assn. Oct. 7-9.

NEW YORK

Afton—Afton Fair. Aug. 18-22. Harry G. Horton.

Albion—Albion Fair. Aug. 5-8. Wilbur W. Mull.

Angelica—Allegany Co. Agrl. Soc. Sept. 2-5. L. L. Stillwell.

Bath—Steuben Co. Agrl. Soc. Sept 15-19. John M. Farr.

Boonville—Boonville Fair Assn. Aug. 3-8. R. H. Ryder, mgr.

Brookfield—Brookfield-Madison Co. Agrl. Soc. Sept. 7-10. Dean M. Worden.

Caledonia—Caledonia Fair. Aug. 11-15. G. H. Cullings.

Chatham—Columbia Co. Agrl. Soc. Sept. 5-9. Wm. A. Dardess.

Cobleskill—Cobleskill Agrl. Soc. Sept. 21-25. Wm. H. Golding.

Dundee—Dundee Fair Assn. Sept. 22-24. L. R. Haunrer

Dunkirk—Chautauqua Co. Agrl. Corp. Sept. 7-11. A. L. Pfleeger.

Elmira—Chemung Co. Agrl. Soc. Aug. 31-Sept. 5. J. E. Williamson.

Fonda—Montgomery Co. Agrl. Soc. Sept. 7-10. Edward Rothmeyer, Tribes Hill, N. Y.

Hamburg—Erie Co. Agrl. Soc. Aug. 31-Sept. 5. J. C. Newton.

Hemlock—Hemlock Lake Union Agrl. Soc. Oct. 1-3. Glenn C. McNinch, Conesus, N. Y.

Ithaca—Tompkins Co. Agrl. Soc. Aug. 25-29. Chas. A. Smith.

Lockport—Niagara Co. Agrl. Assn. Aug. 24-29. F. E. Pease. mgr.

Lowville—Lewis Co. Agrl. Soc. Aug. 25-28. M. M. Lyman.

Malone—Franklin Co. Agrl. Soc. Aug. 25-29. H. B. Kelley.

Middletown—Orange Co. Agrl. Soc. Aug. 17-22. Alan C. Madden.

Naples—Naples Agrl. Soc. Sept. 10-12. Orion L. Emory.

Nassau—Nassau Fair. Sept. 15-18. Chas. C. Poyneer.

Norwich—Chenango Co. Agrl. Soc. Sept. 1-4. R. D. Case.

Orangeburg—Rockland Co. Agrl. Assn. Sept. 2-6. W. J. Elliott, West Nyack, N. Y.

Owego—Tioga Co. Agrl. Soc. Aug. 31-Sept. 4. Edward H. Foster, Box 76, Barton, N. Y.

Palmyra—Palmyra Union Agrl. Soc. Sept. 23-26. W. Ray Converse.

Rhinebeck—Dutchess Co. Agrl. Assn. Sept. 1-5. Benson R. Frost.

Rochester—Rochester Expo. Assn. Sept. 7-12. Wm. B. Boothby.

Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 7-10. Farnam P. Caird, Troy, N. Y.

Syracuse—New York State Fair. Sept. 6-12. Dr. Albert L. Brown, dir.

Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 16-18. Milo Hitchcock, Odessa, N. Y.

Westport—Essex Co. Agrl. Soc. Aug. 25-28. Dr. W. D. Way.

Whitney Point—Broome Co. Agrl. Soc. Aug. 4-7 (tentative). Ransom Franklin.

NORTH CAROLINA

Asheboro—Randolph Co. Fair. Sept. 29-Oct. 3. C. M. Hayworth.

Beaufort—Carteret Co. Fair. Oct. 12-19.

Carthage—Moore Co. Agrl. Fair. Week of Oct. 12. Paul H. Waddill.

Clinton—Sampson Co. Fair. Oct. 26-31. Norman Y. Chambliss, mgr., Raleigh, N. C.

Durham—Durham Co. Fair. Week of Sept. 21. M. V. Lawrence.

Gastonia—Gaston Co. Fair. Sept. 28-Oct. 3. F. A. Whiteside.

Goldsboro—Wayne Co. Agrl. Soc. Week of Oct. 19. W. C. Denmark, mgr.

Greensboro—Greensboro. Oct. 19-24. Norman Y. Chambliss, mgr., Raleigh, N. C.

Henderson—Golden Belt Fair. Oct. 19-23. C. M. Hight.

Hickory—Catawba District Fair. Sept. 29-Oct. 3. John W. Robinson.

Kinston—Neuse-Atlantic Fairs, Inc. Oct. 12-17. N. G. Bartlett.

Laurinburg—Sand Hill Fair of Scotland Co. Oct. 27-30. R. M. McLeod.

Lumberton—Robeson Fair Assn. Sept. 22-25. W. O. Thompson.

Marion—McDowell Co. Fair Assn. Sept. 22-26. H. D. Hoover.

Mebane—Mebane Six-County Fair. Sept. 28-Oct. 3. C. S. Parnell.

Monroe—Union Co. Fair Assn. Oct. 13-17. M. W. Williams.

North Wilkesboro—Great Wilkes Fair. Sept. 14-19. W. A. McNiel.

Raleigh—North Carolina State Fair. Oct. 12-17. Norman Y. Chambliss, mgr.

Reidsville—Reidsville Fair Assn. Oct. 5-10. Aaron Weinstein.

Rocky Mount—Rocky Mount Fair. Sept. 28-Oct. 3. Norman Y. Chambliss, mgr., Raleigh.

Salisbury—Rowan Co. Fair. Oct. 26-31. Norman Y. Chambliss, mgr., Raleigh, N. C.

Spruce Pine—Toe River Fair Assn. Sept. 15-19. W. M. Wiseman.

Tarboro—Coastal Plain Fair. Oct. 27-30. Dr. J. P. Keech.

Warsaw—Duplin Co. Agrl. Fair. Nov. 9-14. R. D. Johnson.

Washington—Beaufort Co. Fair. Oct. 12-17. F. T. McDevett.

Wendell—East Wake Fair. Approx. first week in Sept. G. H. Wright Jr.

Williamston — Williamston Fair. Nov. 2-7. Norman Y. Chambliss, mgr., Raleigh, N. C.

Wilson—Wilson Co. Fair. Oct. 5-10. W. H. Dunn.

Winston-Salem — Winston-Salem & Forsyth Co. Fair. Oct. 5-10. G. C. McNair.

NORTH DAKOTA

Fargo—North Dakota State Fair for Fargo. July 6-11. Frank S. Talcott.

Fessenden—Wells Co. Free Fair. July 7-10. Edw. W. Vancura.

Flaxton—Burke Co. Fair & Agrl. Assn. July 9-11. H. C. Wood, Bowbells, N. D.

Grand Forks—North Dakota State Fair for Grand Forks. June 22-27. D. F. McGowan, mgr.

Hamilton—Pembina Co. Fair. July 16-18. Franklin Page.

Jamestown—Stutsman Co. Fair Assn. July 2-4. G. A. Ottinger.

Langdon—Cavalier Co. Fair Assn. July 13-15. B. E. Groom.

Minot—Northwest Fair Assn. June 29-July 4. H. L. Finke.

OHIO

Ashley—Ashley Fair. Aug. 6-8. Harry S. Wigton.

Athens—Athens Co. Agrl. Soc. Aug. 25-28. Herb J. Parker.

Attica—Attica Fair. Sept. 30-Oct. 2. Carl B. Carpenter.

Barlow—Barlow Agrl. Assn. Sept. 24-25. C. E. Lawton.

Bellefontaine—Logan Co. Agrl. Soc. Sept. 22-25. A. B. Hover.

Bellville—Bellville Ind. Agrl. Soc. (Free Fair). Sept. 10-12. Glenn L. Shaffer.

Berea—Cuyahoga Co. Agrl. Soc. Sept. 15-19. E. J. Orvis, Dover Center, O.

Bluffton—Bluffton Agrl. Soc. Oct. 21-24. Harry F. Barnes.

Bucyrus—Crawford Co. Agrl. Soc. Aug. 26-28. Edwin S. Lewis.

Burton—Geauga Co. Agrl. Soc. Sept. 4-7. Paul H. Calvin.

Caldwell—Noble Co. Fair. Sept. 2-4. O. J. Lorenz

Canfield—Mahoning Co. Agrl. Soc. Sept. 3-7. E. R. Zieger, 1404 Central Tower, Youngstown.

Canton—Stark Co. Agrl. Soc. Sept. 7-10. Ed S. Wilson.

Carrollton—Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. Mrs. J. M. Scott, Harlem Springs, O.

Carthage, Cincinnati—Hamilton Co. Agrl. Soc. Sept. 16-19. D. L. Sampson, Court House, Cincinnati.

Celina—Mercer Co. Fair. Aug. 16-21. Albert C. Stein.

Circleville—Circleville Pumpkin Show. Oct. 21-24. Mack Parrett Jr.

Columbus—Ohio State Fair. Aug. 31-Sept. 4. Earl H. Hanefeld, dir.

Columbus Grove—Putnam-Allen Fair. Dec. 21-24. T. M. Teegardin.

Coshocton—Coshocton Co. Agrl. Soc. Oct. 6-10. C. V. Croy, R. D. 1, Dresden, O.

Dayton—Montgomery Co. Fair. Sept. 7-10. R. C. Haines.

Delphos—Allen Co. Agrl. Soc. Aug. 25-29. Art O. Wulfhorst.

Dover—Tuscarawas Co. Agrl. Soc. Sept. 22-25. Tom A. Taylor.

Georgetown—Brown Co. Agrl. Soc. Oct. 7-9. E. A. Quinlan.

Hamilton—Butler Co. Agrl. Soc. Sept. 29-Oct. 3. C. E. LeSourd.

Hicksville—Defiance Co. Fair. Aug. 18-22. M. H. Bevington.

Hilliards—Franklin Co. Agrl. Soc. Aug. 19-21. Arch A. Alder.

Lancaster—Fairfield Co. Agrl. Soc. Oct. 14-17. P. G. Webb.

Lisbon—Columbiana Co. Agrl. Soc. Sept. 15-17. H. E. Marsden.

London—Madison Co. Fair. Aug. 25-28. Burnham Carey, Plain City, O.

Loudonville—Loudonville Agrl. Soc. Oct. 6-8. O. K. Andress.

Lucasville—Scioto Co. Agrl. Soc. Aug. 18-20. H. T. Caldwell, Court House, Portsmouth.

McArthur—Vinton Co. Agrl. Soc. Sept. 9-12. John Jones.

McConnelsville—Morgan Co. Agrl. Soc. Sept. 10-12. Walter W. Barkhurst.

Mansfield—Richland Co. Agrl. Soc. Sept. 16-19. Walter W. Shafer, Lexington, O.

Marietta—Washington Co. Agrl. Assn. Sept. 7-9. L. E. Apple.

Marion—Marion Co. Agrl. Soc. Sept. 22-26. J. A. Raub.

Marysville—Union Co. Agrl. Soc. Sept. 8-11. W. C. Moore.

Medina—Medina Co. Agrl. Soc. Sept. 8-10. F. M. Plank.

Millersburg—Holmes Co. Agrl. Soc. Sept. 15-18. H. C. Logsdon.

Montpelier—Williams Co. Agrl. Soc. Sept. 15-19. A. C. Hause.

Mount Gilead—Morrow Co. Agrl. Soc. Sept. 30-Oct. 3. Floyd E. Rinehart.

Mount Vernon—Knox Co. Agrl. Soc. Aug. 25-28. Guy L. Clutter.

Napoleon—Henry Co. Agrl. Soc. Aug. 27-30. D. C. Brown.

Norwalk—Huron Co. Agrl. Soc. Sept. 1-4. J. F. Henninger.

Old Washington—Guernsey Co. Agrl. Soc. Aug. 25-28. J. F. St. Clair.

Ottawa—Putnam Co. Agrl. Soc. Oct. 6-10. Joseph L. Brickner.

Painesville—Lake Co. Agrl. Soc. Aug. 25-28. Chas. J. Gray.

Powell—Delaware Co. Agrl. Soc. Sept. 30-Oct. 2. W. G. McKitrick, R. D. 3, Delaware, O.

Richwood—Richwood Tri-Co. Fair. Aug. 11-14. O. E. Stout.

St. Clairsville—Belmont Co. Agrl. Soc. Sept. 10-12. John D. Hays.

Sidney—Shelby Co. Agrl. Soc. Sept. 15-18. Ben O. Harman, Anna, O.

Smithfield—Jefferson Co. Fair. Sept. 23-26. J. O. Hayne.

Tiffin—Seneca Co. Agrl. Soc. Aug. 25-28. C. B. Baker.

Toledo—Lucas Co. Agrl. Soc. Sept. 17-20. Chas. Glann.

Troy—Miami Co. Agrl. Soc. Aug. 18-21. E. O. Ritter.

Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 15-18. Ira T. Matteson.

Urbana—Champaign Co. Agrl. Soc. Aug. 11-14. John W. Yoder.

Van Wert—Van Wert Co. Agrl. Soc. Sept. 7-11. N. E. Stuckey.

Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 30-Sept. 4. Harry Kahn.

Warren—Trumbull Co. Agrl. Soc. Aug. 11-14. Homer C. Mackey.

Wauseon—Fulton Co. Agrl. Soc. Sept. 7-11. Orlo Whittecar.

Wellington—Wellington Fair Assn. Aug. 25-27. A. R. Branson.

West Union—Adams Co. Agrl. Soc. Sept. 8-11. H. M. Satterfield.

Wilmington—Clinton Co. Agrl. Soc. Sept. 15-18. Frank Skimming.

Woodsfield—Monroe Co. Agrl. Soc. Aug. 6-8. C. G. Dougherty.

Wooster—Wayne Co. Agrl. Soc. Sept. 29-Oct. 2. W. J. Buss.

Xenia—Greene Co. Agrl. Soc. Aug. 5-7. J. Robert Bryson.

OKLAHOMA

Anadarko—Caddo Co. Free Fair Assn. Sept. 16-19. E. T. Cook.

Anadarko—American Indian Expo. Sept. 2-5. Parker McKenzie.

Blackwell—Kay Co. Free Fair Assn. Second week in Sept. E. H. Martin.

Chickasha—Grady Co. Fair Assn. Latter part of Sept. W. Loyd Benefield.

Cushing—Cushing District Fair. During week of Aug. 31. D. H. Fisher.

Durant—Bryan Co. Free Fair Assn. Sept. 16-19. Allen Hill.

Muskogee—Oklahoma Free State Fair. Oct. 5-11. Ethel Murray Simonds.

Oklahoma City—Oklahoma State Fair & Expo. Sept. 26-Oct. 3. Ralph T. Hemphill.

Tulsa—Tulsa Four-State Fair. Sept. 19-26. H. E. Bridges.

OREGON

Astoria—Clatsop Co. 4-H Club Fair. Aug. —. P. L. Burke.

Gold Beach—Curry Co. Fair. Sept. —. Beatrice Williams.

Gresham—Multnomah Co. Fair Assn. Aug. 24-30. A. H. Lea, 310 Oregon Bldg., Portland.

LaGrande—Union Co. Fair Assn. Latter part of Sept. W. R. Gekeler.

Moro—Sherman Co. Fair Assn. Sept. 3-5. Perry N. Johnston.

Portland—Pacific Internatl. Livestock Expo. Oct. 3-10. O. M. Plummer.

Salem—Oregon State Fair. Sept. 7-13. S. T. White, mgr.

Tillamook—Tillamook Co. Fair Assn. Aug. 26-29. C. H. Bergstrom.

PENNSYLVANIA

Allentown—Great Allentown Fair. Sept. 22-26. M. Herbert Beary.

Arendtsville — South Mountain Fair Assn. Sept. 15-19. A. D. Shealy.

Bedford—Bedford Fair Assn. Sept. 1-5. A. C. Brice.

Bloomsburg—Bloomsburg Fair Assn. Sept. 28-Oct. 3. Harry B. Correll.

Burgettstown—Union Agrl. Assn. Sept. 10-12. J. L. McGough.

Butler—Butler Fair & Expo. Aug. 19-22. C. M. Miller.

Centre Hall—Centre Co. Fair. Aug. 27-Sept. 4. Mrs. Edith S. Dale, State College, Pa.

Cochranton — Cochranton Community Fair Assn. Sept. 17-19. A. N. Shaffer.

Conshohocken—Spring Mill Fair. July 10-18. Samuel M. Glass.

Dayton—Dayton Agrl. Assn. Sept. 2-5. J. R. Borland.

Doylestown—Doylestown Fair Assn. Sept. 29-Oct. 3. J. Allen Gardy.

Ebensburg—Cambria Co. Fair Assn. Sept. 7-12. Rowland G. Davis.

Fawn Grove—Fawn Grove Fair. Aug. 12-15. L. M. Brown, Bridgeton, Pa.

Flourtown—Flourtown Fair. Aug. 7-15. Wm. J. Goss.

Ford City—Armstrong Co. Fair. Aug. 14-16. Walter H. Bowser.

Forksville—Sullivan Co. Agrl. Soc. Sept. 9-12. J. R. Whiteley.

Hanover—Free Fair at Forest Park. Sept. 8-12. A. F. Karst.

Harford—Harford Agrl. Soc. Sept. 16-18. O. F. Maynard.

Hatfield—Montgomery Co. Fair Assn. Sept. 7-12. Samuel Conver.

Honesdale—Wayne Co. Agrl. Soc. Sept. 22-25. E. W. Gammell.

Hughesville—Lycoming Co. Fair Assn. Aug. 26-29. Edward E. Frontz.

Huntingdon — Huntingdon Co. Agrl. Assn. Sept. 1-5. James C. Morgan, bus. mgr.

Jennerstown—Jenners Fair Assn. Sept. 15-18. A. O. Lape, Jenners, Pa.

Kutztown—Kutztown Fair Assn. Aug. 18-22. A. L. Detthof, pres.

Lehighton—Lehighton Fair. Aug. 30-Sept. 5. Frank R. Diehl.

Lewistown—Mifflin Co. Agrl. Assn. Aug. 3-8. S. B. Russell.

Linesville—Linesville Community Fair Assn. Sept. 10-12. Joseph F. Miller.

McConnellsburg—Fulton Co. Fair Assn. Sept. 15-18. John W. Kelso.

Mansfield—Smythe Park Assn. Sept. 16-19. Frank Marvin.

Mercer—Mercer Central Agrl. Soc. Sept. 15-17. J. P. Orr.

New Castle—New Castle Agrl. Assn. Week of Aug. 25. A. C. Shoaf.

North East — North East Community Fair. Sept. 24-26. Mildred Hendrickson.

Pottsville—Schuylkill Co. Fair. Sept. 7-12. Frank W. Bausum.

Reading—Reading Fair. Sept. 14-19. Chas. W. Swoyer.

Red Lion—Gala Week Fair. Aug. 24-29. R. M. Spangler.

Selinsgrove—Night Fair & Carnival. July 20-25. Roland E. Fisher.

Stoneboro—Stoneboro Fair. Sept. 4-8. Walter B. Parker.

Sugar Grove—Sugar Grove Community Fair. Sept. 10-12. T. R. Sponsler.

Towanda—Bradford Co. Agrl. Soc. Sept. 1-4. Karl D. Shiner.

Troy—Troy Agrl. Soc. Aug. 31-Sept. 4. H. D. Holcomb.

Tunkhannock—Wyoming Co. Fair Assn. Sept. 15-18. Percy H. Brunges.

Wattsburg—Wattsburg Agrl. Soc. Sept. 1-4. H. M. Burrows.

West Alexander—W. Alexander Agrl. Assn. Sept. 17-19. Paul Rogers.

York—York Fair. Oct. 6-10. John H. Rutter.

Youngsville — Youngsville Community Fair Assn. Sept. 16-19. R. L. Albright.

SOUTH CAROLINA

Anderson—Anderson Fair. Nov. 2-7. J. A. Mitchell.

Anderson—Anderson Co. Colored Fair Assn. Nov. 9-13. S. C. Perry.

Bennettsville—Marlboro Co. Fair Assn. Oct. 19-24. E. A. Hamer, Tatum, S. C.

Charleston—Charleston Agrl. & Indust. Fair Assn. Nov. 2-7. Emmons S. Welch.

Columbia—South Carolina State Fair. Oct. 19-24. Paul V. Moore.

Dillon—Dillon Co. Fair. Oct. 19-24. Chas. L. Wheeler.

Florence—Pee Dee Fair. Oct. 12-18. E. D. Sallenger.

Greenville—Greenville Co. Colored Fair Assn. Oct. 20-24. J. P. Chappell.

Newberry—Newberry Co. Fair. Oct. 27-30. J. P. Moon.

Orangeburg—Orangeburg Co. Fair. Oct. 27-31. J. M. Hughes.

Orangeburg — Orangeburg Co. Colored Fair Assn. Oct. 13-16. W. C. Lewis.

Owings—Mt. Carmel Stock Show. Nov. 4-7. A. N. Saxon.

Rock Hill—York Co. Fair. Oct. 6-9. Miss F. M. Fewell.

SOUTH DAKOTA

Aberdeen—Brown Co. Fair Assn. Sept. 7-10. E. S. Klitz.

Huron—South Dakota State Fair. Sept. 14-18. J. G. Venables.

Lemmon—Inter-State Fair Assn. Sept. 10-12. W. W. Robertson.

Mitchell—Corn Palace Festival. Sept. 28-Oct. 3. Carl I. Rolston.

Murdo—Jones Co. Fair. Aug. 27-29. F. J. Carpenter.

Nisland—Butte Co. Fair. Sept. 3-5. Beyer Aune, Newell, S. D.

Parker—Turner Co. Fair. Aug. 26-28. L. F. Collins.

Tripp—Hutchinson Co. Fair Assn. Sept. 8-11. R. E. Magstadt.

TENNESSEE

Alexandria—DeKalb Co. Fair. Sept. 2-5. Rob Roy.

Big Sandy—Big Sandy Community Fair. Sept. 25-26. Mrs. M. M. Wagner.

Carthage—Carthage Agrl. Assn. Aug. 27-29. W. B. Robinson.

Centerville—Hickman Co. Fair Assn. Sept. 16-19. F. C. Adair.

Chattanooga — Chattanooga Tri-State Fair. Sept. 21-27. J. A. Darnaby, Patten Hotel.

Cookeville—Putnam Co. Agrl. Fair. Sept. 10-12. O. D. Massa.

Cottage Grove—Cottage Grove Fair Assn. Sept. 25. W. T. Kilgore.

Dickson—Dickson Co. Fair Assn. Sept. 30-Oct. 3. C. E. Buttrey.

Fayetteville—Lincoln Co. Fair Assn. Sept. 15-17. J. J. Moyers.

Gallatin—Sumner Co. Colored Fair Assn. Aug. 20-22. Edw. V. Anthony.

Jackson—West Tenn. District Fair. Sept. 14-19. A. U. Taylor.

Jackson—Madison Co. Agrl. Fair. Sept. 22-26. J. E. McNeely.

Knoxville—Tenn. Valley Agrl. Fair. Sept. 28-Oct. 3. H. D. Faust.

La Follette—Tri-County Fair. Sept. 9-12. R. H. Sharp.

Lawrenceburg—Lawrence Co. District Fair. Sept. 28-Oct. 3. E. R. Braly, mgr.

Lebanon—Wilson Co. Fair. Sept. 16-19. A. W. McCartney.

Lexington—Henderson Co. Fair Assn. Oct. 5-10. A. S. Montgomery.

McMinnville—Warren Co. Fair Assn. Sept. 10-12. Billoat Brown.

Memphis—Colored Tri-State Fair Assn. Sept. 24-26. Dr. L. G. Patterson.

Memphis — Mid-South Fair. Sept. 14-19. Frank D. Fuller.

Murfreesboro—Rutherford Co. Colored Fair Assn. Sept. 10-12. Dr. Jas. R. Patterson.

Nashville—Tennessee State Fair. Sept. 21-26. J. W. Russwurm.

Santa Fe—Maury Co. Fair. Sept. 17-19. T. S. Wade.

Sparta—White Co. Fair Assn. Sept 17-19. Wm. L. Little.

Tracy City—Grundy Co. Fair Assn. Aug. 27-29. E. J. Cunningham, R. 2, Morrison, Tenn.

Trenton—Gibson Co. Fair. Sept. 30-Oct. 3. John R. Wade.

Wartrace—Wartrace Fair. Aug. 29. J. P. Bramblette.

Westmoreland—East Sumner Fair. Sept. 18-19. Cyrus Simmons.

Winchester—Franklin Co. Fair. Sept. 3-5. J. F. Vaughan.

Woodbury—Cannon Co. Fair Assn. Sept. 18-19. Mrs. Hesta M. Cummings.

TEXAS

Abilene—West Texas Fair. Oct. 19-25. T. N. Carswell.

Amarillo—Tri-State Fair. Sept. 21-26. O. L. Taylor.

Anderson—Grimes Co. Fair. Oct. 7-10. G. E. Siddall.

Athens—East Texas Cotton Palace. Oct. 6-10. B. F. Egger.

Beaumont—S. Texas State Fair & Centennial Celebration. Oct. 15-25. L. B. Herring Jr.

Bertram—Burnet Co. Fair Assn. July 22-24. J. C. Wilson.

Boerne—Kendall Co. Fair Assn. Sept. 4-6. A. McD. Gilliat.

Conroe—Montgomery Co. Fair Assn. Sept. 29-Oct. 1. S. M. Patterson.

Cuero—Cuero Turkey Trot. Nov. 10-12.

Decatur—Wise Co. Fair Assn. Probably last week in Sept. Cliff Cates.

Ennis—Ellis Co. Fair. Sept. 28-Oct. 3. A. Dupree Davis.

Franklin—Robertson Co. Fair Assn. Oct. 15-17. V. M. Harris.

Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. O. H. Burgdorf.

Gainesville—Cooke Co. Fair. Sept. 2-7. Claude Jones.

Graham—Young Co. Fair. Oct. 13-17. J. C. Watson.

Grapeland—North Houston Co. Fair. Third week in Sept. J. C. Shoultz.

Hallettsville—Lavaca Co. Free Fair. Sept. 10-13. James Strauss.

Harlingen—Valley Mid-Winter Fair. Nov. 25-30. A. L. Brooks.

Henderson—Rusk Co. Free Fair. Week of Sept. 7. J. W. Harris.

Huntsville—Walker Co. Fair Assn. Oct. 19-24. Wm. J. Lawson.

Longview—Gregg Co. Fair. Sept. 14-19. M. D. Abernathy.

Lubbock—Panhandle South Plains Fair Assn. Sept. 28-Oct. 3 (tentatively). J. M. Hall.

Lufkin—Angelina Co. Fair Assn. Oct. 13-17. Ed C. Burris.

Marshall—Central East Texas Fair Assn. Sept. 28-Oct. 3. M. R. Martin.

Mount Pleasant—Titus Co. Fair & Dairy Show. Sept. 29-Oct. 3. Delbert Snider.

New Braunfels—Comal Co. Fair Assn. Sept. 24-27. Edwin A. Staats.

Paris—Lamar District Fair. Sept. 8-12. H. L. Baker.

Pearsall—Winter Garden Fair. Oct. 15-17. J. K. Mattox.

Sherman—Red River Valley Fair Assn. Oct. 5-10. Frank Thompson.

Shiner—Shiner Agrl. Fair. June 24-27. L. E. Denmark.

Silsbee—Hardin Co. Fair. Oct. 7-12. J. F. Weathersby.

Temple—Central Texas Expo. Oct. 26-31. Bob Gresham.

Tyler—East Texas Fair Assn. Sept. 21-26. W. O. Cox

Wharton—Wharton Co. Fair Assn. Oct. 13-17. H. C. Copenhaver.

Yorktown—Little World's Fair. Oct. 14-16. Paul A. Schmidt.

UTAH

Provo—Utah Co. Fair. Sept. 17-19 (tentative). Milton H. Harrison.

Salt Lake City—Utah State Fair. Sept. 26-Oct. 3. E. S. Holmes, mgr.

VERMONT

Barton—Orleans Co. Fair. Aug. 20-22. Fred C. Brown.

Essex Junction—Champlain Valley Expo. Aug. 31-Sept. 5. Chas. H. Mower, mgr., Burlington, Vt.

Morrisville—Lamoille Valley Fair. Aug. 13-16. Erwin H. Olmstead.

Rutland—Rutland Fair. Sept. 7-12. Carl W. Olney.

Tunbridge—Union Agrl. Soc. Sept. 22-24. Edw. R. Flint.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 6-9. L. H. Shrader.

Berryville—Clarke Co. Horse & Colt Show Assn. Aug. 20-21. A. B. Hummer.

Chase City—Mecklenburg Fair Assn. Oct. 13-16. H. W. Nash, Wightman, Va.

Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 14-16. J. B. Watkins Jr., mgr., Midlothian, Va.

Covington—Alleghany Co. Fair. Sept. 7-12. Thomas M. McCaleb.

Danville—Danville Fair Assn. Oct. 13-16. H. B. Watkins.

Dungannon—Scott Co. Fair Assn. Sept. 2-5. H. L. Stallard, Gate City, Va.

Emporia—Emporia Fair Assn. Oct. 27-30. B. M. Garner.

Farmville—Five-County Fair Assn. Sept. 28-Oct. 3. R. A. Wilmoth.

Fredericksburg—Fredericksburg Greater Fair Assn. Sept. 15-18. H. K. Sweetser.

Keller—Eastern Shore Agrl. Fair Assn. Aug. 25-29. J. M. Mason.

Lexington—Rockbridge Co. Fair Assn. Sept. 21-26. C. C. Humphries, E. Lexington, Va.

Petersburg—Southside Va. Fair. Oct. 5-10. R. Willard Eanes.

Purcellville—Loudoun Co. Fair. Sept. 3-4. F. H. James, mgr.

Richmond—Virginia State Fair Assn. Sept. 28-Oct. 3. Chas. A. Somma.

Roanoke—Roanoke Valley Fair Assn. Sept. 21-26. Capt. Erskin L. Hill.

Roanoke—Great Roanoke Colored Fair Assn. Sept. 7-13. Herbert Williams.

Shipman—Nelson Co. Fair Assn. Oct. 13-16. P. T. Brittle.

South Boston—Halifax Co. Fair Assn. Oct. 6-10. W. W. Wilkins.

Staunton—Staunton Fair. Sept. 7-12. C. B. Ralston.

Suffolk—Tidewater Fair Assn. Oct. 20-23. W. H. Crocker.

Tazewell—Tazewell Fair. Week of Aug. 24. C. S. Parnell, Mebane, N. C.

Woodstock—Shenandoah Co. Fair Assn. Sept. 15-18. Douglas G. Dymock.

WASHINGTON

Lynden—Whatcom Co. Fair Assn. Sept. 10-12. F. H. Morrison, R. 1, Everson, Wash.

Port Angeles—Clallam Co. Fair Assn. Aug. 27-30. F. R. Beahan.

Puyallup—Western Wash. Fair Assn. Sept. 21-27. W. A. Linklater, mgr.

Yakima—Washington State Fair. Sept. 14-19. A. M. Dean.

WEST VIRGINIA

Charleston—Kanawha Expo. & Four-H Fair. Sept. 5-13. T. H. McGovran.

Charles Town—Charles Town Horse Show & Fair Assn. Aug. 5-8. C. M. B. Brown.

Clay—Clay Co. Fair. Sept. 23-26. George C. Deems.

Cowen—Webster Co. Farm Bureau Fair Assn. Sept. 7-12. Ralph Cunningham.

Fayetteville—Fayette Co. Fair Assn. Sept. 7-9. J. Haynes Miller.

Helvetia—Helvetia Community Fair Assn. Sept. 9-11. Mrs. James McNeal.

Lewisburg—Greenbrier Valley Fair. Aug. 31-Sept. 4. W. L. Tabscott.

Marlinton—Pocahontas Co. Fair. Aug. 24-31. Fred C. Allen.

New Hope—Beaver Pond Dist. Fair, ausp. Farmers' Club. Sept. 9-11. C. P. Hylton, R. 1, Box 78, Princeton.

Parsons—Tucker Co. Fair. Sept. 9-12. L. W. Sturms.

Pennsboro—Ritchie Co. Fair Assn. Aug. 25-28. H. J. Scott.

Petersburg—Tri-County Fair Assn. Sept. 16-18. C. L. Stickler.

Summersville—Nicholas Co. Fair Assn. Sept. 1-4. Wm. E. Simpson.

Weston (Jacksons Mill)—Jacksons Mill 4-H Fair Assn. Sept. 22-24. L. Glenn Zinn, Philippi, W. Va.

Wheeling—W. Va. Expo. & State Fair Assn. Sept. 6-12. Carl G. Bachmann, Receiver.

WISCONSIN

Athens—Athens Fair. Aug. 25-27. A. W. Braun.

Baraboo—Sauk Co. Fair. Sept. 1-4. Wm. T. Marriott.

Beaver Dam—Dodge Co. Fair Assn. Sept. 10-13. J. F. Malone.

Black River Falls—Jackson Co. Agrl. Soc. Sept. 12-15. Douglas Curran.

Cedarburg—Ozaukee Co. Fair. Aug. 14-16. H. F. Kaul, R. 1, Thiensville, Wis.

Chippewa Falls—Northern Wis. District Fair. Aug. 4-9. A. L. Putnam.

Crandon—Forest Co. Agrl. Soc. Sept. 1-4. Ray M. Ritter.

Darlington—Lafayette Co. Agrl. Soc. Aug. 13-16. F. F. McConnell.

Eagle River—Vilas Co. Agrl. Soc. Aug. 22-23. Chas. A. Bethke.

Elkhorn—Walworth Co. Agrl. Soc. Sept. 7-10. F. M. Porter.

Elroy—Elroy Fair Assn. Aug. 14-16. O. D. Whitehill.

Galesville—Trempealeau Co. Agrl. Soc. Sept. 4-7. Alfred N. Sagen.

Gays Mills—Crawford Co. Fair. Sept. 10-12. Walter L. Cummings, Prairie du Chien. Wis.

Grantsburg—Burnett Co. Agrl. Soc. Aug. 27-29. C. J. Peterson.

Hayward—Sawyer Co. Agrl. Fair Assn. Sept. 4-7. J. K. Walker.

Hortonville—Outagamie Co. Agrl. Soc. Aug. 28-30. Milford L. Steffen.

Janesville—Rock Co. 4-H Jr. Fair & Livestock Expo. Aug. 25-27. R. T. Glassco.

La Crosse—La Crosse Inter-State Fair. Aug. 9-14. Joseph J. Frisch.

Ladysmith—Rusk Co. Fair Assn. Sept. 10-13. H. W. True.

Luxemburg—Kewaunee Co. Fair. Sept. 5-7. Julius Cahn.

Madison—Dane Co. Agrl. Soc. Aug. 14-18. R. G. Nuss.

Manitowoc—Manitowoc Co. Fair. Aug. 19-23. George W. Kiel.

Marshfield—Central Wis. State Fair. Sept. 6-10. R. R. Williams.

Milwaukee—Wisconsin State Fair. Aug. 22-29. Ralph E. Ammon, Madison, Wis.

Monroe—Green Co. Fair. Aug. 19-22. R. B. Gifford.

Neillsville—Clark Co. Agrl. Soc. Aug. 25-28. Harold Huckstead.

Oshkosh—Winnebago Co. Fair & Expo. Sept. 1-4. Taylor G. Brown.

Platteville—Big Badger Fair Assn. Aug. 6-9. Clarence H. Gribble.

Plymouth—Sheboygan Co. Agrl. Assn. Aug. 7-10. Win H. Eldridge.

Portage—Columbia Co. Fair Assn. Sept. 4-7. W. Horace Johnston.

Rice Lake—Barron Co. Agrl. Soc. Aug. 26-30. A. M. Chrislaw

Richland Center—Richland Co. Agrl. Soc. Sept. 15-18. H. J. Gochenaur.

Rosholt—Rosholt Free Community Fair Assn. Sept. 5-7. Lester Peterson.

Seymour—Seymour Fair Assn. Aug. 7-9. F. W. Huth.

Shawano—Shawano Co. Fair. Sept. 8-10. Louis W. Cotteau.

Superior—Tri-State Free Fair. Aug. 17-23. M. H. Lavine.

Tomah—Monroe Co. Fair Assn. Aug. [illegible]0-22. Floyd Purdy.

Turtle Lake—Turtle Lake Inter-Co. Fair. Sept. 11-12. Wm. L. Gates.

Viroqua—Vernon Co. Agrl. Soc. Sept. 22-25. J. E. Dickson.

Wausau—Wisconsin Valley Fair & Expo. Aug. 16-20. Bert E. Walters.

Wausaukee—Marinette Co. Fair Assn. Sept. 11-13. Chas. B. Drewry. Marinette, Wis.

Wautoma—Waushara Co. Agrl. Soc. Sept. 15-18. Chas. T. Taylor.

Webster—Central Burnett Co. Fair Assn. Sept. 4-7. R. E. Krause.

Westfield—Marquette Co. Agrl. Assn. Sept. 8-11. W. P. Fuller.

Canada

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 6-11. E. L. Richardson.

Edmonton—Edmonton Exhn. Assn. July 13-18. P. W. Abbott, mgr.

Lethbridge—Lethbridge Exhn. July 20-22. A. E. Russell.

Red Deer—Red Deer Agrl. Soc. July 23-25. Fred Turnbull, pres.

Vermilion—Vermilion Agrl. Soc. July 23-25. S. C. Heckbert.

BRITISH COLUMBIA

Armstrong—Interior Provincial Exhn. Sept. 14-17. Mat Hassen.

Chilliwack—Chilliwack Agrl. Assn. Sept. 22-25. E. H. Barton.

Nelson—Nelson Agrl. & Indust. Assn. Sept. 16-18. George Horstead.

Vancouver—Vancouver Exhn. Assn. Aug. 26-Sept. 7. John K. Matheson.

Victoria—Provincial Exhn. of B. C. Sept. 12-19. W. H. Mearns, Willows, B. C.

MANITOBA

Brandon—Provincial Exhn. of Manitoba. June 29-July 3. J. E. Rettie.

Carman—Dufferin Agrl. Soc. June 29-July 1. J. A. Munn.

Dauphin—Dauphin Agrl. Soc. July 9-11. Dr. O. McGuirk.

Portage la Prairie—Portage Industrial Exhn. Assn. July 6-8. Keith Stewart.

Winnipeg—Winnipeg Industrial & Agrl. Exhn. Aug. 3-10. J. H. Roe, managing dir.

NEW BRUNSWICK

Fredericton—Fredericton Exhn. Sept. 12-19. C. L. Sypher.

Saint John—Saint John Exhn. Sept. 5-12.

NOVA SCOTIA

Halifax—Nova Scotia Provincial Exhn. Sept. 28-Oct. 4. E. Frank Lordly.

Middle Musquodoboit—Middle Musquodoboit Agrl. Soc. Sept. 22-23. R. H. Reid.

ONTARIO

Ailsa Craig—North Middlesex Agrl. Soc. Sept. 24-25. George C. Stewart.

Almonte—North Lanark Agrl. Soc. Sept. 16-18. Dr. M. Pilkey.

Belleville—Belleville Agrl. Soc. Sept. 1-4. R. H. Ketcheson.

Bracebridge—South Muskoka Agrl. Soc. Sept. 17-18. Jerry Dickie.

Collingwood—Nottawasaga & Great Northern Exhn. Sept. 14-17. O. G. Bernhardt.

Delta—Delta Fair Assn. Sept. 7-9. Isaac Stevens, Harlem, Ont.

Dresden—Camden Dresden Agrl. Soc. Sept. 15-17. H. J. French.

Elmira—Elmira & Woolwich Agrl. Soc. Sept. 4-7. H. W. Zilliax.

Leamington—Leamington District Agrl. Soc. Sept. 28-Oct. 3. Emma Atkins.

Lindsay—Lindsay Central Exhn. Sept. 16-19. W. E. Agnew.

London—Western Fair. Sept. 14-19. W. D. Jackson.

McKellar—McKellar Agrl. Soc. Sept. 21-23. Leonard Moffat.

Markham—Markham Fair. Oct. 1-3. R. H. Crosby.

Oshawa—South Ontario Agrl. Soc. Sept. 17-19. Chas. P. Davis.

Ottawa—Central Canada Exhn. Assn. Aug. 24-29. H. H. McElroy.

Peterborough — Peterboro Industrial Exhn. Aug. 17-22. F. J. A. Hall.

Ridgetown—Ridgetown Howard Agrl. Soc. Sept. 29-Oct. 1. J. D. Brien.

Sarnia—West Lambton Co. Fair. Sept. 22-24. James A. Ellenor.

Simcoe—Norfolk Co. Agrl. Soc. Oct. 6-8. G. G. Bramhill.

Smithville—Smithville Agrl. Soc. Sept. 23-24. John E. Naergarth.

Stratford—Stratford Agrl. Soc. Sept 21-23. James Stewart.

Sundridge—Strong Agrl. Soc. Sept. 15-16. M. J. Gulley.

Tillsonburg—Tillsonburg & Dereham Agrl. Soc. Sept. 1-3. M. Ostrander.

Toronto—Canadian National Exhn. Aug. 28-Sept. 12. Elwood A. Hughes, gen. mgr.

Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 10-12. J. L. Campbell.

Welland—Welland Co. Agrl. Soc. Sept. 17-19. A. A. Marshall.

Woodstock—Woodstock Fair. Aug. 27-29. P. M. Dewan.

PRINCE EDWARD ISLAND

Charlottetown—Charlottetown Driving Park & Provincial Exhn. Assn. Aug. 17-21. J. W. Boulter.

QUEBEC

Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 11-12. R. K. Edey.

Bedford—Missisquoi Agrl. Soc. Aug. 27-29. C. O. Jones.

Brome—Brome Co. Agrl. Soc. Sept. 7-9. E. Caldwell, Knowlton, Que.

Chicoutimi—Chicoutimi Co. Fair. Aug. 27-30. L. Jos. Gobeil.

Granby—Granby Fair. Sept. 10-12. Walter R. Legge.

Quebec City—Provincial Expo. of Quebec. Sept. 5-12. Emery Boucher.

Roberval—Roberval Fair. Aug. 19-23.

Ste. Scholastique—Ste. Scholastique Exhn. Sept. 14-17. J. Leo Beaudet.

Valleyfield—Valleyfield Exhn. Aug. 17-21. Jacques Malouin.

Waterloo—Shefford Co. Agrl. Soc. Aug. 17-19. R. R. Bachand.

SASKATCHEWAN

Estevan—Estevan Industrial Exhn. June 29-July 1. Irwin Dean.

Lloydminster—Lloydminster Exhn. Assn. July 27-29. Gordon M. Cook.

Melfort—Melfort Agrl. Soc. July 16-18. G. B. Jameson.

Moose Jaw—Moose Jaw Exhn. June 25-27. George D. Mackie.

North Battleford—North Battleford Agrl. Soc. July 30-Aug. 1. F. Wright.

Prince Albert—Prince Albert Agrl. Soc Aug. 3-6. John P. Curror.

Regina—Regina Agrl. & Indust. Exhn. Assn. July 27-Aug. 3. D. T. Elderkin.

Saskatoon—Saskatoon Industrial Exhn. July 20-25. Sid W. Johns.

Weyburn—Weyburn Exhn. July 2-4. Fred C. Zabel.

Yorkton—Yorkton Agrl. & Indust. Exhn. Assn. July 13-15. W. J. Cowan.

AMUSEMENT PARKS

ALABAMA

Bessemer—West Lake Park, J. F. Ryan, mgr.

Bessemer—Pineview Beach, R. L. Zeigler, mgr.

Florence—North Alabama Amusement Park, E. R. Braley, mgr.

Mobile—Grand View Park, E. H. Walsh, mgr.; has three rides, six concessions, lake; coin machines.

Oxford—Oxford Lake Park, J. A. Hulsey, mgr.; has two rides, five concessions, pool.

Tuscumbia—Legion Fair Grounds and Park, James DiRago, chrm.; has two rides, 10 concessions, pools; books orchestras, vaude, free acts.

ARIZONA

Phoenix—Joyland Park, Fred D. Perry, mgr.; has two concessions, pool, rink, coin machines; books orchestras, free acts occasionally.

Phoenix — Riverside Park, Harry L. Nace, mgr.; has pool; books orchestras, vaude, free acts.

Prescott—"The Gardens," Granite Park, Inc., props.; F. W. Foster, mgr. and mgr. attr.; no vaudeville or bands.

ARKANSAS

Little Rock—Fair Park, W. R. Spratt, mgr.; has three rides, two concessions.

Pine Bluff—Memorial Park.

Little Rock—Willow Springs Park, Mrs. Clara Jacobs, mgr.; has one ride, two concessions, pool, penny arcade, coin machines; books free attractions.

Russellville—Crescent City, E. H. Butler, mgr.; has one concession, pool, penny arcade, coin machines.

CALIFORNIA

Alameda—Neptune Beach, A. F. Strehlow, mgr.; has 16 rides, 35 concessions, pool, penny arcade, coin machines; books free acts.

Coronado—Coronado Tent & Cottage City, Wm. H. Gray, mgr.; has 10 concessions, pool, coin machines; books orchestras, vaude, free acts.

Guernewood—Guernewood Park, R. A. Belden, mgr.; has 10 concessions, pool, coin machines.

Long Beach—Silver Spray Pleasure Pier, H. H. Cole, mgr.; has nine rides, 50 concessions.

Long Beach—The "Pike," C. C. Marlette, mgr.; has one ride, 30 concessions, pool, penny arcade, coin machines; books vaude, free acts.

Mission Beach — Mission Beach Amusement Center, H. L. Northern, mgr.; has three rides, approx. 50 concessions, pool, rink, coin machines; books orchestras; vaude and free acts occasionally.

Ocean Park, Santa Monica—Ocean Park Amusement Pier, Jefferson W. Asher, mgr.; has 12 rides, 90 concessions, penny arcade, coin machines; books free acts.

Ocean Park—Lick Pier, Chas. J. Lick, owner-mgr.; has one ride, 24 concessions, coin machines; books free acts.

Redondo Beach—Redondo Beach Resort, C. H. Burnett, mgr.; books vaude, orchestras.

San Diego—Ramona's Marriage Place, T. P. Getz, mgr.

San Diego—Balboa Park (San Diego Zoo), Belle J. Beuchley, mgr.

San Francisco—Whitney Bros.' "Playland at the Beach," G. K. and L. C. Whitney, mgrs.; has 15 rides, 75 concessions, penny arcade.

Santa Monica — Santa Monica Amusement Pier, Ernest Pickering, mgr.; has rides, 10 concessions; books orchestras, vaude, free acts.

Venice Pier—Venice Pier and Plunge, E. A. Gerety Jr., mgr.; has 12 rides, 50 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

COLORADO

Denver—Elitch Gardens, Arnold B. Gurtler, mgr.; has 10 rides, 15 concessions, penny arcade; books orchestras.

Denver—Lakeside Park, Benjamin Krasner, mgr.; has 12 rides, 17 concessions, pool, penny arcade; books orchestras, free acts.

Estes Park—Riverside Amusement Park, T. C. Jelsema, mgr.; has four concessions, pool, coin machines; books orchestras.

Manitou—Hiawatha Gardens, H. J. Leddy, mgr. and mgr. attr.; plays bands; no vaudeville.

Pueblo—Lake Minnequa Park, J. J. McQuillan, mgr.; has two rides, three concessions, pool, rink; books orchestras.

Trinidad—Central Park, P. M. Tarabino, mgr.; has two concessions, lake, coin machines; books orchestras, vaude, free acts.

CONNECTICUT

Bridgeport—Pleasure Beach Park, Harry C. Baker, pres. (205 E. 42d st., New York, N. Y.); has 10 rides, 32 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts occasionally.

Bristol—Lake Compounce, I. E. Pierce, mgr.; has five rides, five concessions, lake, penny arcade, coin machines, books orchestras, vaude and free acts.

Hartford—South Park.

Killingly—Wildwood Park, P. J. Sheridan, owner-mgr.; has five concessions, coin machines; books orchestras, free acts.

Meriden—Starlight Park; plays bands and vaudeville.

Meriden—Hanover Park, J. C. Rubano, mgr.; has four concessions, rink; books orchestras, vaude, free acts.

Milford—Myrtle Beach. E. Sonnenburg, mgr.

Milford—Walnut Beach Park, Albert Whitham, mgr. and mgr. attr.; plays bands and vaudeville.

New Haven—Savin Rock Park, Frederick E. Levere, mgr.; has 16 rides, 300 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Rockville—Crystal Lake Park, Louis Koelsch, mgr. and mgr. attr.; plays bands; no vaudeville.

Rockville—Sandy Beach Park, Crystal Lake, Wm. G. Bokis, mgr.; has four concessions, lake, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

South Norwalk—Roton Point Park, Harry von Dwingelo, mgr.; has five rides, 20 concessions, penny arcade; books orchestras.

Waterbury—Lake Quassapaug Park, John McNellis, lessee.

Waterbury—Hamilton Park (public), Irving W. Harrison, supt.; has one concession, pool, ice rink; books orchestras, free acts.

Waterbury—Lakewood Park, Irving W. Harrison, supt.; has three rides, one concession, beach; books orchestras; vaude, free acts occasionally.

Westport—Compo Beach, Town of Westport, prop.; no vaudeville or bands.

Winsted—Highland Lake Park, D. V. O'Connell, mgr.; has one ride, four concessions, pool, coin machines; books orchestras.

DELAWARE

New Castle—Deemer Beach Park, Fred J. Voss Jr., mgr.; has nine rides, 13 concessions, pool, penny arcade, coin machines; books orchestras occasionally.

Rehoboth Beach—Royal Park, C. S. Horn, mgr.; has rink. penny arcade, coin machines; books vaude, free acts.

DISTRICT OF COLUMBIA

Washington—Suburban Garden, J. S. Wright, mgr.; has seven rides, 20 concessions, pool, penny arcade; books orchestras, vaude, free acts.

FLORIDA

Clearwater—Joyland Park, John S. Taylor Jr., mgr.; has two rides, six concessions; books orchestras.

Miami Beach — Miami Million-Dollar Pier. Fred H. Ponty, mgr.; has two rides, 40 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Pensacola—Bayview Park, L. L. Borras, mgr.; has pool, penny arcade, coin machines; books orchestras.

St. Petersburg—Madeira Beach Park, A. B. Archibald, mgr.; has four concessions, rink, coin machines; books vaude, free acts.

Silver Springs—Silver Springs Park, W. M. Davidson, mgr.; has seven concessions, coin machines; books orchestras occasionally.

Tampa—Sulphur Springs Park, Gordon C. Hunt, mgr.; has 20 concessions, pool; books orchestras, vaude, free acts.

GEORGIA

Atlanta—Lakewood Park, Mike Benton, mgr.; has 10 rides, 20 concessions, penny arcade, coin machines.

Atlanta—Sunset Park, S. R. Spruceby, mgr.; has four rides, 10 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Macon—Lakeside Park, Irwin Scott, mgr. and mgr. attr; plays band; no vaudeville.

Macon—Recreation Park, W. C. Ragan, mgr.; has pool, coin machines; books orchestras.

Savannah—Daffin Park; plays bands; no vaudeville.

Savannah—Barbee's Park, Isle of Hope; Will M. Barbee, mgr. and mgr. attr.; plays orchestras and cabaret.

Savannah Beach—Tybee Amusement Co., Haar Bros., mgrs.; has two rides, 20 concessions, coin machines; books orchestras, vaude, free acts.

IDAHO

Boise—White City Park, G. W. Hull, mgr.; has five rides, six concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Weiser—Oregon Trail Park, Standard Am. Co., Inc., prop.; Frank Mortimer, mgr. and mgr. attr.; plays vaudeville and bands occasionally.

ILLINOIS

Aurora—Exposition Park, Frank Thielen, prop., mgr. and mgr. attr.; plays bands; vaudeville occasionally.

Bloomington—Shalain Park, Schalain Amusement Co., mgr.; has pool; books orchestras.

Braidwood—Rossi's Park, Stephen Rossi, mgr.; has coin machines; books orchestras.

Chicago—Riverview Park, George A. Schmidt, gen. mgr.; has 20 rides, approx. 100 concessions, penny arcade, coin machines.

Collinsville—Collinsville Park, John Beckman, mgr.; has penny arcade, coin machines; books orchestras, vaude, free acts.

Congerville—Mackinaw Dells Amusement Park, Reese H. Jones, mgr.; has penny arcade, coin machines; books orchestras, vaude, free acts.

Danville—Fair Park, John W. Cherry, pres. and mgr. attr.; plays vaudeville and bands.

Havana—Quiver Beach Mineral Springs Park, E. R. Will, mgr.

Havana—Riverside Park, L. A. England, mgr.; has five concessions, rink, coin machines; books orchestras; vaude, free acts occasionally.

Henry—Riviera Park, John H. Wagner, mgr.

Homer—Homer Park, J. W. Borger, mgr.

Kankakee—Avon Park, Harry A. Yeates, mgr.; has two concessions, beach; books orchestras, vaude, free acts.

Mattoon—Paradise Lake Park, Frank Orndorff, owner; has pool, penny arcade, coin machines; books orchestras, free acts.

Mendota — Kakusha Park, W. M. Wagner, mgr.; books orchestras.

Paris—Twin Lakes Park, I. P. Crose, mgr.; has three rides, six concessions, beach, coin machines; books orchestras.

Peoria—Fernwood Amusement Park, Diller & Newsam, props.; S. C. Diller, mgr. & mgr. attr.; plays bands; no vaudeville.

Quincy—Baldwin Park, Tom Baldwin, mgr.; has rink, coin machines; books orchestras.

Rockford—Central Park Gardens, E. E. Bertrand, mgr.; has two rides, 10 concessions; books orchestras.

Round Lake—Avon Park, George P. Renehan, mgr.; has three rides, six concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

Streator—New Illini Beach, Andrew F. Brix, mgr.; books orchestras.

Tuscola—Patterson Spring Park, Buck Sharp, mgr.; has one ride, nine concessions, pool, rink; books orchestras, free acts.

Vienna—Amusement Park.

Watseka—Fowler's Park, M. J. Fowler, mgr.; has two rides, five concessions, pool, rink; books orchestras, vaude, free acts.

West Frankfort—West Frankfort Amusement Park, John W. Dorris, mgr.; has two rides, concessions, pool, coin machines; books free acts.

INDIANA

Anderson—Kilbuck Park, E. E. Monroe, mgr.; has two rides, five concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Bloomington—Cascade Gardens, H. R. Jamison, mgr.; has pool; plays vaude and free acts occasionally.

Cambridge City—Wehi Lake Park, Hilbert F. Jones, mgr.; has 10 concessions, pool; books vaude, free acts.

Crawfordsville—Lyons Show Park, Leslie A. Lyons, mgr.; has two rides, two concessions; books vaudeville, outdoor attractions.

Crawfordsville—Milligan Park, J. F. Warbritton, mgr.; has one concession.

Decatur — Sunset Amusement Park, Dan Zeser, mgr.

Evansville—Pleasure Park Co., I. P. Blanton, mgr.; has four rides, four concessions, pool, penny arcade; books vaude, free acts.

Ft. Wayne—Trier's Park, George F. Trier, mgr.; has eight rides, 10 concessions, pool, penny arcade; books orchestras, free acts.

Greensburg—Allen's Amuse-U Park, Estevan Allen, mgr. and mgr. attr.; plays bands; no vaudeville.

Hamilton—Circle Park, D. B. Waterhouse, mgr.; has rides, 10 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Indianapolis—Broad Ripple Park, George Himmelbauer, mgr.; has eight rides, six concessions, pool, penny arcade; books vaude, free acts.

Indianapolis — Riverside Amusement Park, Archie W. Colter, mgr.; has 15 rides, 12 concessions, rink, penny arcade, coin machines; books vaude, free acts.

Indianapolis — Longacre Park, Edwin E. Thompson, mgr.; has pool.

Lafayette—Maple Point Park, E. C. Dennis, mgr.; has rink, coin machines.

Michigan City—Washington Park, Jacob Hahn, mgr. and mgr. attr.; plays vaudeville and bands.

Montpelier—Lake Blue Water Park, H. L. Kelley, owner; has three concessions, pool; books orchestras.

Muncie—Highland Amusement Park, Carl A. Nottingham, mgr.; has six rides, penny arcade; books orchestras, vaude, free acts.

New Albany—Glenwood Park, Jos. J. Renn, mgr.; has rink.

Newcastle—Shively's Park, W. E. H. Marsh, owner-mgr.; has pool.

Ray—Terrace Gardens, Clear Lake, Beulah L. Mundt, mgr.; has nine concessions, pool, coin machines; books orchestras, vaude, free acts.

Richmond—Glenn Miller Park, City of Richmond, props.; Clem V. Carr, mgr.; plays bands; no vaudeville.

Richmond—Athletic Park; books orchestras.

Seymour—Shields Park, Mr. and Mrs. J. Van de Walle, mgr.; has two concessions; books vaude, free acts occasionally.

South Bend—Playland Amusement Park, Earl J. Redden, mgr.; has six rides, five concessions, pool, rink, penny arcade; books orchestras, free acts.

Vincennes—Lake Lawrence Park, Mrs. Minta Meskimen, mgr.; has six concessions, lake; books orchestras, free acts.

Warsaw—Barbee Lake Park, Guy L. White, mgr.; has one ride, four concessions, pool, coin machines.

Winchester—Funk's Lake Park, F. E. Funk, mgr.; has pool, rink.

IOWA

Arnolds Park—Arnolds Park, A. L. Peck, mgr.; has five rides, 40 concessions, rink, penny arcade, coin machines; books orchestras, free acts.

Arnolds Park—Benit's Amusement Park, C. P. Benit, mgr.; has six rides, 20 concessions, lake, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Belle Plaine—Redmen Amusement Park, I. R. Neuman, mgr.

Cedar Rapids—Manhattan Beach Amusement Park, Mrs. Frank R. Whitney, mgr.; has one ride, two concessions, rink; books orchestras, vaude, free acts.

Clear Lake—Bayside Amusement Park, Roy R. Stanfield, mgr.; has four rides, 10 concessions, beach, rink, penny arcade, coin machines; books orchestras, free acts.

Clinton—Eagle Point Park.

Council Bluffs—Lake Manawa Park.

Des Moines—Riverview Park, Abe Frankle, mgr.; has 11 rides, eight concessions, pool, penny arcade; books orchestras, vaude, free acts.

Fort Dodge—Exposition Park, C. J. Simmons, mgr.; has one ride, one concession, pool, rink; books orchestras.

Grand Junction — Spring Lake Park, Jack Doherty, mgr. (Boone, Ia.); has one ride, two concessions, pool, rink; books orchestras; vaude, free acts occasionally.

Jefferson—Spring Lake Resort, Robert McBirnie, mgr., R. R. 1, Boone, Ia.; has concessions, pool, rink; books orchestras, vaude, free acts occasionally.

Montrose—Bluff Park, Walter Phillips, mgr.; books orchestras, vaude, free acts.

Oelwein—Wildwood Park, J. O. Brownell, mgr.; books orchestras, vaude, free acts.

Perry—Perriside Park, H. E. Morrison, mgr.

Ruthven—Grand View Park, Ross Hancock, mgr.; has 10 concessions, rink, coin machines; books orchestras, free attractions.

Sioux City—Riverview Park, Mrs. Harry A. Jones, mgr.; has 10 rides, 21 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Spencer—Terrace Park, H. O. Green, mgr.; has three concessions, coin machines; books orchestras.

Storm Lake—Lakeside Park, W. E. Lawrence, mgr.; has six rides, eight concessions, lake, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Waterloo—Electric Park, C. E. Peterson, mgr.; has four rides, 10 concessions, penny arcade; books orchestras; vaude for floor shows.

KANSAS

Bonner Springs—Lakewood Park, Lewis D. Wiard, mgr.; has four rides, two concessions, pool, rink; books orchestras, vaude, free acts.

Coffeyville—Green Parrot Park, Earl Hackney, mgr.

Marysville—Cahan Park, Frank Cason, mgr.; has pool; books orchestras.

Salina—Stella Park, B. F. Holmquist, mgr.; books rep. companies.

Scandia—Riverside Park, S. D. Blakeley, prop., mgr. and mgr. attr.; plays vaudeville and bands.

Topeka—Garfield Park; plays bands; no vaudeville.

Wichita—Park of Fun, F. M. Campbell, mgr.; has five concessions, pool, rink; books orchestras, free acts.

KENTUCKY

Bowling Green—Lost River Cave Park, W. L. Perkins, mgr.

Covington—Rosedale Park, Wm. Barker, mgr.; has pool.

Dayton—Tacoma Park, Wiley Craig, gen. mgr.; has 10 rides, 10 concessions, pool, penny arcade; books orchestras, free acts.

Georgetown—Rogers Park.

Hitchins—Riverside Park, Richard Fraley, prop. and mgr.; no vaudeville or bands.

Lexington—Joyland Park, J. W. Sauer, mgr.; has four rides, 20 concessions, pool, penny arcade; books orchestras, floor shows.

Louisville—Fontaine Ferry Park, B. G. Brinkman, mgr.; has 10 rides, eight concessions, pool, rink, penny arcade, coin machines.

Owensboro—Rube's Pleasure Park, R. R. Sands, owner; has two rides, eight concessions, pool, coin machines; books orchestras, free acts.

Paducah—Hook's Amusement Park, B. B. Hook, mgr.; books orchestras, vaude, free acts.

Richmond — Boonesboro Beach, Mrs. E. K. Howe, mgr.

LOUISIANA

Morgan City—Morgan City Beach, D. C. Walsh, mgr.; has 10 concessions, lake, coin machines; books vaude, free acts.

New Orleans — Stock's Scenic Park, Stock Bros., mgrs.; has three rides, seven concessions, penny arcade.

New Orleans — Pontchartrain Beach, Playground Corp., operators; Harry J. Batt, mgr.; has 10 rides, 18 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

MAINE

Camp Ellis, Saco—Camp Ellis Pier, John H. McSweeney, mgr.; has two rides, 14 concessions, penny arcade, coin machines; books vaude acts occasionally.

Farmington—Stanwood Park Zoo, Archie S. Pratt, mgr.; has coin machines.

Old Orchard Beach—Old Orchard Pier, Howard A. Duffy, mgr.; has three rides, 35 concessions, penny arcade, coin machines; books orchestras.

Old Orchard Beach — Whiteway, Whiteway Am. Co., Howard A. Duffy, mgr.; has four rides, 20 concessions, coin machines.

Old Orchard Beach—Usen Amusements, Inc., Chas. W. Usen, mgr.; has eight rides, 10 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Skowhegan — Lakewood Park, H. L. Swett, mgr.; has lake, coin machines; books orchestras.

West Cumberland—Gray Road Park & Zoo, Herman A. Spinney, mgr. (Cumberland Center, Me.); books orchestras, vaude, free acts.

York Beach—New Way Park, Jos. LaBonte, mgr.

MARYLAND

Baltimore—Bay Shore Park, C. E. Graham, mgr.; has five rides, 20 concessions, penny arcade.

Baltimore—Carney Amusement Park, Paul M. Blake, mgr.; has four rides, 20 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Baltimore—Arion Park, F. J. McLane, mgr.; has two rides, 12 concessions, coin machines; books vaude, free acts.

Baltimore—Heintzeman's Cottage Grove, John T. McCaslin, mgr. (125 E. Baltimore st.); has three rides, 15 concessions, beach, penny arcade, coin machines; books vaude, free acts.

Baltimore—Carlin's Joyland, John T. McCaslin, mgr.; has 10 rides, 25 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Bel Alton—Chapel Point Park, B. B. Wills, mgr.; has one ride, five concessions, beach, penny arcade, coin machines.

Braddock Heights—Braddock Heights Park, E. W. Poole, mgr.; has three rides, four concessions, pool, rink, penny arcade, coin machines; books orchestras.

Charlestown—Holloway Beach.

Crisfield—Somerset Club Park, L. C. Quinn, mgr.; has pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Cumberland—Narrows Park, Cumberland Electric Ry. Co., prop.

Cumberland—Crystal Park, Thos. G. Gibson, mgr.; has two rides, four concessions, rink; books orchestras, vaude, free acts.

Earleville—White Crystal Beach, Alfred E. Green, mgr.; has two rides, 12 concessions, penny arcade, coin machines.

Glen Echo, near Washington, D. C.—Glen Echo Park, Leonard B. Schloss, mgr.; has 10 rides, six concessions, pool, penny arcade.

Marshall Hall—Marshall Hall Park, L. C. Addison, mgr.; has 11 rides, 10 concessions, penny arcade.

Middle River—Cape May Beach Park, Cape May Beach Corp., owner, Stemmers Run, Md.

Ocean City—Windsor Resort, Daniel Trimper, Jr., mgr.; has eight rides, 20 concessions.

MASSACHUSETTS

Athol—Brookside Park, Eddie Howard, mgr. and mgr. attr.; plays vaudeville and bands.

Auburndale — Norumbega Park, Arch Clair, mgr.; has 14 rides, 16 concessions, penny arcade; books orchestras, vaude, free acts.

Bellingham—Silver Lake Beach, John Ketover, Franklin, Mass., prop.; plays bands; no vaudeville.

Boston—Revere Beach.

Bridgewater—Pilgrim Park, E. C. Hayden, mgr.; has lake; books free acts.

Dracut, near Lowell—Lakeview Park, Harry C. Kittredge, mgr. and mgr. attr.; plays vaudeville and orchestras.

Fall River—Sandy Beach Park, Carl O. Dubois, mgr.; has one ride, two concessions, penny arcade, coin machines.

Fitchburg—Whalom Park, Fitchburg & Leomister St. Ry. Co., owners; Louis Cushing, mgr.; has eight rides, 14 concessions, rink, penny arcade; books vaude, free acts.

Holyoke—Mountain Park, Holyoke St. Ry. Co., props.; Louis D. Pellissier, mgr. and mgr. attr.; no vaudeville or bands.

Hull—Paragon Park, David Stone, mgr.; has 19 rides, four concessions, rink, penny arcade; books vaude, free acts.

Mendon — Nipmuc Park, Rudolph Mainini, mgr.; has two rides, two concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Methuen—Merrimack Park, Frank Carney, mgr.; has five rides, seven concessions, pool, rink, penny arcade.

New Bedford—Lincoln Park, Chester P. Rexford, mgr.; has one ride, five concessions, rink, coin machines; Fort Phoenix Bathing Beach, Chester P. Rexford, mgr.; has coin machines.

New Bedford — Acushnet Park, Daniel E. Bauer, mgr.; has eight rides, 15 concessions, penny arcade; books free acts.

Newburyport—Plum Island Beach, J. M. Kelleher, owner-mgr.; has three concessions; books orchestras, vaude, free acts.

Salem—Salem Willows Park, Chas. E. Ebsen, mgr.; has five rides, 10 concessions, pool, penny arcade, coin machines; books vaude, free acts occasionally.

Salisbury—Salisbury Beach, Fred L. Markey, mgr.; has 12 rides, 30 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Springfield—Joyland Park; has 13 concessions, beach, coin machines; books orchestras.

Webster—Beacon Park, Ralph W. Hill, prop., mgr. and mgr. attr.; no vaudeville or bands.

Westboro—Lake Chauncey Park, A. T. Whelan, mgr.; has two rides, 10 concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Winchendon — Lake Dennison Park, W. J. Keating, mgr. (Box 178, Gardner, Mass.); has five concessions, lake, coin machines; books orchestras, vaude, free acts.

Worcester — Lincoln Park, Harry Cocaine, mgr.; books bands on Sundays; vaude occasionally.

Worcester — White City Park, George A. Hamid, prop.; Maybelle L. Henderson, mgr.; has 11 rides, 12 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Wrentham—Lake Pearl Amusement Park, E. R. Enegren, mgr.; has five rides, two concessions; books orchestras, free acts.

MICHIGAN

Battle Creek—Lake View Park, H. P. French (Muskegon, Mich.), mgr.; has three rides, approx. 20 concessions, lake, rink, penny arcade, coin machines; books free acts.

Bay City—Wenona Beach, Ora Colbert, mgr.; has four rides, 10 concessions, penny arcade; books orchestras; vaude, free acts occasionally.

Bay City—Pareleon Park, H. W. Jennison Jr., mgr.; has three rides, five concessions, coin machines; books orchestras.

Bay City—Bay City State Park, W. F. Richter, supt.; has two concessions, beach.

Benton Harbor—House of David Park, Edmund Bulley, supt.; has eight trains, concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Brighton—Island Lake Park, Chas. G. Ziegler, mgr.; has three rides, seven concessions, rink, coin machines.

Cadillac—Park of the Lakes, Holmen Bros., mgrs.; has four concessions, lake, coin machines; books orchestras; vaude, free acts on special occasions.

Coloma—Williams Park, W. A. Cross, mgr.; has two rides, 25 concessions, rink, penny arcade, coin machines; books orchestras, free acts.

Delton—Wilson's Park, Dad Wilson, mgr.; has lake; books vaude, free acts.

Detroit—Oakley Park (P. O., Walled Lake), Rhine Butler, mgr.; has lake, rink.

Detroit—Edgewater Park; has nine rides, 15 concessions, penny arcade, coin machines; books orchestras, free acts.

Detroit—Bob-Lo Amusement Park on Bois Blanc Island, Fred J. Simpson, pres. of operating company.

Detroit—Tashmoo Amusement Park, 40 miles north of Detroit, C. F. Bielman, mgr.

East Detroit—Eastwood Park, Henry Wagner, gen. mgr.; has nine rides, 15 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Engadine—Feneley Park, Mille Coquinis Lake, George A. Feneley, mgr.; has beach; books vaude acts.

Flint—Lakeside Park, Dr. J. D. Stuart, mgr.; has 11 rides, 10 concessions, rink; books vaude, free acts on Sundays and holidays.

Flint—Flint Park, E. E. Berger, mgr.; has 16 rides, 22 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Grand Rapids—Ramona Park, Grand Rapids R. R. Co., prop.; L. J. DeLamarter, mgr. and mgr. attr.; no vaudeville or bands.

Haslett—Lake Lansing Park, W. A. & R. E. Sprague, mgrs.; has six rides, 12 concessions, penny arcade; books vaude, free acts.

Iron River—Sunset Lake Park, Frank Erickson, mgr.; has one ride, one concession; books orchestras.

Jackson—Lakeview Park, E. E. Bethel, mgr.; has three rides, nine concessions, pool, rink, penny arcade, coin machines; books vaude, free acts; orchestras occasionally.

Lake Orion—Park Island Amusement Park, Douglas Glazier, mgr.; has three rides, 22 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Royal Oak—Silver Dome Park, Stanley J. Fons, mgr.; has pool.

St. Joseph—Silver Beach, L. J. Drake, mgr.; has five rides, six concessions, penny arcade, coin machines; books orchestras.

Sand Lake—Sylvan Park, Carl Schleh, mgr.; has three rides, six concessions, pool; books orchestras.

Twin Lake—West Lake Park, Fletcher Fowler, mgr.; has two rides, 10 concessions, lake; books free attractions.

Walled Lake—Walled Lake Amusement Park, J. Eugene Pearce, mgr.; has 15 rides, eight concessions, lake, rink, penny arcade, coin machines; books orchestras.

MINNESOTA

Battle Lake—Camp Balmoral Summer Resort, C. J. Matthews, mgr.; has lake, coin machines; books orchestras, vaude, free acts occasionally.

Excelsior—Excelsior Amusement Park, Fred W. Clapp, mgr.; has seven rides, 10 concessions, penny arcade, coin machines; books orchestras, free acts.

Fairmont—Hand's Park, E. R. Hand, mgr.

Fairmont—Interlaken Park, R. A. Erickson, mgr.; has four rides, six concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts on Sundays and holidays.

Lynd—Lyndwood Park, D. J. Lamphere, mgr.; has concessions, natural pool, coin machines; books orchestras; vaude, free acts occasionally.

Minneapolis—Forest Park, S. H. Kahm, mgr.; has two rides, 10 concessions, rink, penny arcade, coin machines.

Minneapolis—Longfellow Zoo, H. Colby Rowell, mgr.; has penny arcade, coin machines; books vaude, free acts.

St. Paul — Sunset Beach Amusement Park, has five rides, 25 concessions, beach, penny arcade, coin machines; books orchestras, vaude., free acts.

St. Paul—Wildwood Amusement Park, A. J. Metzdorf, mgr.; has 10 rides, six concessions, natural beach, penny arcade; books free acts.

Sherburn—Fox Lake Park, K. A. Nelson, mgr.; has four concessions, pool, rink; books orchestras; vaude, free acts occasionally.

MISSISSIPPI

Jackson—Livingston Zoological Park, owned by city; Irl E. Bennett, mgr.

Laurel—Lincoln Colored Park, B. D. Greer, E. Jones, T. Armstead and E. L. Holmes, props.; Thos. Armstead, mgr.; colored vaudeville only.

Meridian—Echo Park, L. D. Caldell, mgr.; no vaudeville or bands.

MISSOURI

Chillicothe—Renraw Park, Dr. M. M. Russell, prop.; Ted Davis, mgr.; Katherine Russell, mgr. attr.; plays vaudeville and bands.

Creve Coeur, St. Louis—Upper Creve Coeur Park, M. J. Duffy, mgr.

Excelsior Springs—Lake Maurer, J. F. and J. H. Maurer, mgrs.; has three rides, five concessions, pool, penny arcade, coin machines; books orchestras, vaude and free acts occasionally.

Grant City—Rainbow Amusement Park, Grant City Park Corp., props.; Ed Kelso, mgr. and mgr. attr.; plays vaudeville and bands.

Hannibal—Indian Mound Park, Arch Dameron, mgr.; has two concessions, pool, rink; books orchestras, vaude, free acts.

Hannibal — Indian Mound Park, Kenneth Abrams, mgr.; has pool, rink.

Joplin—Redding's Mill Park, E. W. Wingo, mgr.

Kansas City—Fairyland Park, Harry Duncan, mgr. (7200 Bellefountain); has 18 rides, 20 concessions, pool, penny arcade; books orchestras, free acts.

Kirkwood—Sylvan Beach Amusement Park.

Nevada—Radio Springs Park, Robert Carter, mgr.; has lake; books orchestras.

St. Joseph—Lake Contrary Amusement Park. L. F. Ingersoll, mgr.

St. Louis—Arcadia Park, Merrimac Highlands, G. E. Schuetze, mgr. attractions; plays bands; no vaudeville.

St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 18 rides, 16 concessions, pool, penny arcade; books orchestras, free acts

St. Louis—Park View, George J. Oberbeck, mgr.; has nine rides, 10 concessions, pool, penny arcade, coin machines.

St. Louis—Sauter's Park, Noble G. Parsonage, mgr.; has eight rides, eight concessions, pool, rink, penny arcade, coin machines.

St. Louis—West Lake Park, Roger W. Renkel, mgr.; has 11 rides, 15 concessions, pool, rink, penny arcade, coin machines.

Springfield—Doling Park, Larve E. Savage, mgr.; has two rides, four concessions, pool, rink, penny arcade, coin machines; books free acts.

Valley Park—Lake Hill Park, S. S. Lafevre, mgr. and mgr. attr.; no vaudeville or bands.

MONTANA

Butte—Columbia Gardens, Butte Electric Ry Co., props.; W. McC. White, mgr. and mgr. attr.; no vaudeville or bands.

Miles City—Leon Park, D. P. Leon, mgr.; has two concessions; books orchestras, vaude, free acts.

NEBRASKA

Alma—Alma Park, Charles Senter, mgr.; has pool, rink, coin machines; books orchestras.

Beatrice—Riverside Park; has three rides, 10 concessions, pool; books orchestras, vaude, free acts.

Beaver City—Horton's Park, Mrs. Anna H. Horton, mgr.; has pool, rink; books orchestras.

Crete—Tuxedo Park, Crete Park Assn., props.; F. J. Kobes, mgr. and mgr. attr.; plays vaudeville and bands.

Hastings — Hastings Amusement Park, Lib Phillips, mgr.; has two rides, concessions, pool, rink; books orchestras, vaude, free acts.

Lincoln—Capitol Beach Park, Hoyt R. Hawke, mgr.; has five rides, four concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Loup City—Jenner's Zoo Park, Henry Jenner, mgr.; has one ride, three concessions.

Meadow Grove—Yellow Banks Park, J. J. Blair, mgr.; has pool, rink; books orchestras, vaude, free acts.

Omaha—Krug Park, Louis Slusky, mgr.; has 12 rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Omaha—Peony Park, Jerry Malec, mgr.; has pool; books orchestras.

Omaha—Lakeview Park, H. F. Munchhoff, mgr.; has one ride, two concessions, rink, penny arcade; books orchestras, vaude, free acts.

Venus—Oak View Park, John Pospeshil, mgr.; has one concession, pool, rink, coin machines.

NEW HAMPSHIRE

Bradford—Massasicum Casino Park, Max Israel, mgr.; has lake, penny arcade, coin machines; books orchestras, vaude, free acts on Sundays.

Dover—Central Park, L. E. Lynde, mgr.; has one ride, five concessions, rink, penny arcade, coin machines; books orchestras.

Enfield—Lake View Park, S. E. Sargent, mgr.; has two concessions, lake, coin machines; books orchestras.

Keene — Wilson Recreation Park, Clarence Wyman, mgr.

Lochmere—Gardners Grove and Silver Lake, Richard Lambert, owner-mgr. (109 4th st., Troy, N. Y.); has one ride, 20 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Manchester—Massabesic Lake Park, Al Couture, mgr. and mgr. attr.; plays vaudeville and bands.

Manchester—Crystal Lake Park, Mrs. John Kilonis, mgr.; has three rides, pool; books vaude, free acts.

Manchester—Pine Island Park, Barney J. Williams, mgr.; has eight rides, 14 concessions, beach, rink, penny arcade; books orchestras; vaude, free acts occasionally.

Salem—Canobie Lake Park, Patrick J. Holland (Lawrence, Mass), owner.

NEW JERSEY

Asbury Park—Palace Amusements, A. M. Williams, mgr.; has four rides, six concessions, penny arcade.

Atlantic City—Young's Million Dollar Pier, Al Hill, mgr.

Atlantic City—Atlantic City Steel Pier Co., Frank P. Gravatt, pres.; books orchestras; vaude, circus acts.

Atlantic Highlands—Atlantic Beach; has five rides, 20 concessions, rink, penny arcade, coin machines.

Bayonne—Bayonne Pleasure Park.

Bloomingdale—Starlight Park, J. Banon, mgr. and mgr. attr.; plays dance orch.; no vaudeville.

Bound Brook—Riverside Amusement Park, J. H. Wendell, mgr.; has four rides, 18 concessions, penny arcade.

Burlington—Rose Valley Park, J. Rosenfeld & Co., mgrs.

Burlington—Sylvan Lakes Park, Edwin Ruth, mgr.; has one ride, four concessions, pool, rink; books orchestras.

Clementon—Pine Hill Park, Wm. Steck, mgr

Clementon — Clementon Lake Park, T. W. Gibbs, mgr.; has 18 rides, 40 concessions, lake, penny arcade, coin machines; books orchestras, vaude, free acts.

Grenloch—Grenloch Park, George W. Shinn, mgr.; has five rides, 10 concessions, lake, coin machines; books vaude, free acts.

Hackensack—Arcola Park.

Irvington—Olympic Park, Henry A. Guenther, mgr.; has 16 rides, 25 concessions, pool, rink, penny arcade, pin games; books vaude, free acts.

Keansburg—Ideal Beach, Bayview Park Am. Co., Inc., owners; Edwin J. Brenner, pres.; has six concessions, coin machines.

Keansburg—New Point Comfort Beach, W. A. Gehlhaus, mgr.; has eight rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Keansburg — Belvedere Beach Amusement Park, P. Licari, mgr.; has seven rides, 20 concessions, pool, penny arcade.

Lake Hopatcong—Bertrand Island Park, Louis Kraus, mgr.; has 11 rides, 15 concessions, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Lake Hopatcong—Nolan's Point Park, Frank L. Crater, mgr.

Laurence Harbor—Laurence Harbor Beach, Laurence Harbor Heights Co., prop.

Lawnside—Lawnside Park, Wm. A. Willis, mgr.; has three rides, 20 concessions, pool; books orchestras.

Lodi—Lodi Park, Louis F. Tucci, mgr.; has one concession, pool.

Long Branch—Recreation Pier, Ocean Pier & Am. Corp., prop.; D. J. Maher, mgr. and mgr. attr.; no vaudeville or bands.

Mays Landing—Lenape Park, Mrs. B. Letling, mgr.; has four rides, 12 concessions, lake, rink; books vaude, free acts.

Morristown—Mt. Kemble Park, Albert W. Wightman, mgr. and mgr. attr.; plays bands; no vaudeville.

Newark—Dreamland Park, Victor J. Brown, mgr.; has nine rides, 35 concessions, pool, rink, penny arcade, coin machines; books orchestras.

North Bergen—Columbia Amusement Park, Fred J. Aeschbach, mgr. and mgr. attr.; plays dance bands and vaudeville.

Palisades—Palisades Amusement Park, Jack Rosenthal, mgr.; has 13 rides, 63 concessions, pool, penny arcade, coin machines; books orchestras, free acts.

Paterson—Island Park, George W. Traver, mgr.; has 10 rides, 20 concessions, rink, coin machines; books orchestras; vaude, free acts.

Penns Grove—Olympia Park, M. E. Apostolatos, mgr.; no vaudeville or bands.

Pennsville—Riverview Beach, W. D. Acton, owner; Wm. Hannah, mgr.

Pitman—Alcyon Park, George W. Carr, mgr.; has four rides, pool, rink; books vaude, free acts occasionally.

Sewaren—**Sewaren Beach, Joseph Turck, mgr.;** has four concessions.

Singac—Grand View Park, Dan Goldbaum, prop.; has 12 rides, 20 concessions, pool, penny arcade, coin machines; books orchestras.

Trenton—**The Lido Amusement Park.**

Trenton—Woodlawn Park; has 12 rides, 20 concessions, pool, penny arcade; books orchestras, vaude, free acts.

Verona—Verona Lake Park, Judson W. Parker, prop,. mgr. and mgr. attractions; no vaudeville or bands.

Wildwood—Ocean Pier, Wm. Fennan, mgr.

NEW MEXICO

Santa Fe—Sierra Vista Park, J. R. Dooley, mgr. and mgr. attr.; plays vaudeville and bands.

NEW YORK

Albany—Mid-City Park, Mrs. B. J. Hassard, prop.; plays vaudeville occasionally; no bands.

Amsterdam — Mohawk Mills Park, Mohawk Mills Assn., Inc., prop.; has three rides; books orchestras.

Angola—Lalle's Park, Peter Lalle, mgr.; has one ride, six concessions, lake, coin machines; books orchestras.

Auburn—Island Park, Wm. Crandall, mgr.

Auburn—Enna Jettick Park, W. B. Haeffner, pres.; has six rides, concessions, penny arcade, coin machines; books orchestras, free acts.

Averill Park—Crystal Lake Park, Frank C. Wagstaff, mgr. and mgr. attr.; plays vaudeville and bands.

Buffalo — Crystal Beach Amusement Park, Harry S. Hall, mgr.; has 20 rides, 37 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Canandaigua—Roseland Park, William Muar, mgr.; has four rides, six concessions, coin machines; books orchestras, vaude, free acts.

Canarsie, Brooklyn—Golden City Amuse. Park, Jack & Irving Rosenthal, props.; Jack Rosenthal, mgr. and mgr. attr.; no vaudeville or bands.

Celoron—Celoron Park, W. H. Pickard, mgr.; has eight rides, 17 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

City Island—City Island Point Park, Louis Scharles, mgr.

Coney Island—Steeplechase Park, James J. Quarato, mgr.; has 31 rides, pool, penny arcade, coin machines.

Dunkirk—Point Gratiot Park, Chas. A. W. Dimock, mgr.

Fonda—Firsching's Park, James M. Cunningham, mgr.; has three rides, 10 concessions, penny arcade, coin machines; books orchestras, free acts.

Fulton — Recreation Park, City of Fulton, prop.

Gardenville — Braun's Island Park, P. H. Braun, mgr.; has one ride, 12 concessions; books orchestras, vaude, free acts occasionally.

Garnerville—Recreation Park, H. S. Starrett, mgr.; has one ride, three concessions, pool; books orchestras, vaude, free acts.

Geneseo—Long Point Park, Conesus Lake, Harry W. Berry, mgr.; has seven concessions, penny arcade, coin machines; books orchestras; free acts occasionally.

Grand Island—Edgewater Park, Wm. F. Voetsch, prop.

Hannawa Falls—Coney Island Park, Wm. A. Hoag, mgr.; has bathing beach, rink; books orchestras.

Herkimer — White City Amusement Park, Frank Carroll, prop.

Jackson Heights, L. I.—Holmes Airport Garden, E. H. Holmes, mgr.; has three rides.

Jamestown—New Midway Park, Thomas Carr, mgr.; has two rides, five concessions, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Kingston—DeWitt Lake Park, W. L. Burnett, owner; has general attractions.

Lake George—Bella Vista Park; has four rides, 20 concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Livingston Manor—Island Park, E. H. Bouton, mgr.; books orchestras, vaude, free acts.

Manlius, near Syracuse—Suburban Park, Fred W. Searle, mgr.; has six rides, six concessions, penny arcade; books vaude, free acts.

Maple Springs—Midway Park, M. F. Walsh, mgr.; has two rides, 14 concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Newburg—Orange Lake Park, Howard T. LeVan, mgr.; has five rides, 15 concessions, pool, rink, penny arcade, coin machines; books orchestras, free acts.

New York—Starlight Amusement Park, Bill Harkin, mgr.; has 14 rides, 20 concessions, pool, ice rink, penny arcade, coin machines; books orchestras, vaude, free acts.

New York—Clason Point Park, A. E. Downes, mgr.; has seven rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

New York—Luna Park, Coney Island, C. Rockwell Miller, mgr.; has 30 rides, 50 concessions, pool, penny arcade, coin machines; books vaude, free acts.

Niagara Falls—Neptune Beach, Joseph F. Paness, mgr.; has seven rides, 30 concessions, sand beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Olcott—Olcott Beach Amusement Park, Hubert Flynn, mgr.; has five rides, 12 concessions, coin machines; books orchestras, vaude, free acts.

Poughkeepsie—Woodcliffe Amusement Park, Nicholas F. Dyruff, mgr.; has 10 rides, 40 concessions, pool, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Rochester—Ontario Beach Park.

Rochester—Sea Breeze Park, T. H. Sperry, mgr.; has six rides, nine concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Rockaway Beach—Rockaway's Playland, Louis Meisel, mgr.; has 24 rides, eight concessions, pool, penny arcade, coin machines.

Rockaway Beach—Midway Kiddie Park, Morris Krauss, mgr.; has 11 rides, five concessions, penny arcade, coin machines.

Rye—Playland, H. F. O'Malley, mgr.; has 23 rides, 42 concessions, pool, ice rink, penny arcade, coin machines; books vaude, free acts.

South Beach, S. I.—South Beach, Edwin H. Skinner, mgr. and mgr. attr.; no vaudeville or bands.

Spring Valley—Ramapo Lake Amusement Park, Alfred J. Ellish, mgr.

Staten Island — Midland Beach, Wm. M. Young, mgr.; has 10 rides, 35 concessions, pool, penny arcade, coin machines.

Sylvan Beach—Carnival Park, Emery Sauve, mgr.; plays vaudeville and bands.

Syracuse — Long Branch Park, Bernie F. Maurer, mgr.; has eight rides, six concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Syracuse—Boysen Bay Park, Boysen Bay, N. Y., Gerson Rubenstein, mgr.; has pool, rink; books orchestras, vaude, free acts.

Utica—Canadaraga Park, Joe Magee, mgr.; has pool, rink; books orchestras, vaude, free acts.

Verplanck—Condon's Park, W. J. Condon, mgr.

Williamsville—Glen Park.

NORTH CAROLINA

Asheville—Asheville Recreation Park, J. Weldon Weir, mgr.; has five rides, four concessions, pool, rink.

Charlotte—West Lake Park, P. J. Mullins, mgr.; books orchestras, vaude acts.

Colerain—Colerain Beach, G. M. Holley, mgr.; has three concessions.

Durham—Lakewood Amusement Park, W. H. Vidal, mgr.; has four rides, eight concessions, pool, rink; books vaude, free acts.

Greensboro—Luna Park, High Point Road.

Hendersonville — Laurel Park, H. Walter Fuller, prop.; **Reginald Willcocks, mgr. and mgr. attr.; plays orchestras; no vaudeville.**

High Point—High Point Amusement Park, R. D. Penny, mgr.; has six rides, nine concessions, pool; books orchestras; vaude, free acts occasionally.

Morehead City — Atlantic Beach, A. E. Shackell, mgr.; books orchestras, vaude, free acts.

Oriental—Faison's Beach, C. E. Johnson, mgr.

Raleigh—Pullen Park, W. A. Howell, mgr.; has one ride, pool; books orchestras, free acts.

Salisbury—Maplewood Amusement Park, Walter F. McCanless, mgr.

Washington—Bayview Beach, 19 miles below Washington, B. F. Bowers, mgr. and mgr. attr.; plays bands; no vaudeville.

Wilmington — Carolina Beach, Norman L. Mintz, mgr.; has three rides, 25 concessions, penny arcade, coin machines; books orchestras.

Wilmington—Lumina, Wrightsville Beach; has three concessions, coin machines; books orchestras, free attractions.

Winston-Salem—Crystal Lake Park, R. T. Davis, mgr.; has pool, coin machines.

NORTH DAKOTA

Devils Lake—Lakewood Park, owned by city; Howard Maher, mgr.; books bands.

OHIO

Ada—Welcome Park, Wm. S. Fink, mgr. and mgr. attr.; plays orchestras; no vaudeville.

Akron—Springfield Lake Park, Wm. A. Martin, mgr.; has four rides, eight concessions, coin machines; books orchestras.

Akron—Sandy Beach Park, W. I. Warensford, mgr.; has three rides, four concessions, lake, penny arcade.

Akron—Summit Beach Park, H. W. Perry, lessee; has five rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Alliance—Lake Park, R. D. Williams, mgr.; has two rides, five concessions, pool; books orchestras.

Arcadia—Midway Park, Henry Mareches, mgr. (Tiffin, O.); has 14 concessions, pool, rink.

Bascom—Meadowbrook Park, H. L. Walter, mgr.; has two concessions, pool, rink; books orchestras, vaude, free acts.

Boston Heights—Orchard Park, J. R. Flanagan, of Bedford (O.), mgr.; has 13 concessions, books orchestras.

Brookfield—Yankee Lake Park, Paul Jurko, mgr.; has one ride, five concessions, pool; books orchestras; vaude, free acts occasionally.

Buckeye Lake—Buckeye Lake Park, Andrew M. Brown, mgr.; has seven rides, 15 concessions, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Bucyrus—Seccaium Park, R. A. Jolly, mgr.; has six rides, eight concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Canal Winchester—Edgewater Park, Charles E. Gerling, mgr.; has one ride, four concessions, pool.

Canton—Meyers Lake Park, Carl A. Sinclair, mgr.; has seven rides, 10 concessions, beach, rink, penny arcade, coin machines; books orchestras; vaude and free acts occasionally.

Celina—Edgewater Park, Harold L. Martin, mgr.; has two rides, 10 concessions, beach; books orchestras, vaude, free acts.

Chippewa Lake—Chippewa Lake Park, Parker Beach, mgr.; has 12 rides, 10 concessions, lake, penny arcade; books orchestras.

Cincinnati—Coney Island Park, Edward L. Schott, mgr.; has 17 rides, 12 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Cincinnati—Zoological Gardens, Sol Stephan, gen. mgr.; has Kiddie Land, two concessions.

Cleveland—Brookside Park & Zoo, Capt. Curley Wilson, supt.; has four concessions, pool.

Cleveland—Euclid Beach Park; has 26 rides, five concessions, pool, penny arcade, coin machines; books orchestras.

Cleveland—Bonnie Park, Harry Milgate, mgr., 5372 St. Clair ave.; has four rides, 15 concessions, coin machines; books orchestras, vaude, free acts.

Cleveland—Chippewa Lake Park, L. G. Collister, mgr.; has 14 rides, two concessions, penny arcade, coin machines; books vaude, free acts.

Cleveland—Puritas Springs Park.

Columbus—Zoo Amusement Park at O'Shaughnessy Dam and Columbus Zoo.

Columbus—Indianola Park, C. E. Miles, mgr.; has pool; books orchestras.

Columbus—Olentangy Park, Leo and Elmer G. Haenlein, mgrs.; has 15 rides, 10 concessions, pool, penny arcade; books orchestras, radio and free acts.

Conneaut—Lake View Park, A. R. Kananen, mgr.; has refreshment stands, rink; books acts occasionally.

Coshocton—Lake Park, F. D. Johns, mgr.; has two rides, four concessions, lake, penny arcade, coin machines; books orchestras, vaude, free acts.

Dayton — Lakeside Park, Gerald Nierman, mgr.; has seven rides, five concessions, rink, penny arcade, coin machines; books orchestras, free acts.

Dayton—Forest Park, Frank J. Schaufler, lessee-manager.

Dayton—Argonne Forest Park, Capt. Theo. C. Bundy, mgr.; has five concessions, pool.

Defiance—Power Dam Park, E. D. Kershner, mgr.; has three rides, four concessions, rink, penny arcade; books orchestras; vaude, free acts occasionally.

Diamond—Craig Beach Park, A. E. Mallory, mgr.; has two rides, 15 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Findlay—Riverside Park, A. C. Redman, mgr.; has three rides, 12 concessions, pool; books orchestras.

Geauga Lake—Geauga Lake Park, W. J. Kuhlman, mgr.; has 21 rides, 20 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Genoa—Forest Park, C. J. Uthoff, mgr.; has eight rides, 12 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Hamilton—Jeff's Garden, E. G. Downie, mgr.; books orchestras.

Haskins—Vollmar's Park, H. F. Vollmar, mgr.; has five rides, seven concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Kenton—Idlewild Park, Henry J. Pfeiffer, mgr.; has pool, coin machines; books orchestras.

Lakeville—Lakeview Park, H. J. Thoma, mgr.; has lake, coin machines; books vaude, free acts.

Lima—Eastwood Park, Marquis Amusement Co., prop.; Walter J. Huffman, lessee.

Mansfield—North Lake Park, Merrell A. Wood, mgr.; has two rides, pool, rink; books orchestras.

Marion—Crystal Lake Park, Fred B. Scherff, mgr. and mgr. attr.; plays vaudeville occasionally; no bands.

Mentor — Mentor Beach Amusement Park, James H. Williams, owner; has four rides, 10 concessions, penny arcade; books vaude, free acts.

Middletown — Dixie Park, Glenn Gingerich, mgr.; has rink.

Middletown—LeSourdsville Lake Park, Don Dazey, mgr.; has four rides, five concessions, coin machines.

Millersport—Summerland Beach Park on Buckeye Lake, John A. Hardgrove, mgr.; has 11 concessions, beach; books orchestras, vaude, free acts.

Minerva—Minerva Park, Ken Crowl, mgr.; has one ride, 14 concessions, pool, coin machines; books orchestras, free acts.

Morrow—Miami Park, Alf. R. Eesley, mgr.; has pool.

Mount Orab—Star Lake Park, G. B. Courts, mgr.; has pool, coin machines; books orchestras, vaude, free acts.

New Carlisle—Silver Lake Park, C. H. Gebhart, mgr.; has pool.

New Philadelphia—Mount View Park, F. E. Angel, mgr.; has one ride, three concessions, pool; books orchestras.

New Philadelphia—Tuscora Park, W. E. Geiser, mgr.; has four concessions, pool, penny arcade; books orchestras; vaude, free acts occasionally.

Portsmouth—Midway Park, C. W. G. Hannah, **mgr. and mgr. attr.; plays bands; vaudeville occasionally.**

Ravenna—Brady Lake Park, C. A. Sarchet, mgr; has five rides, seven concessions, beach, rink, penny arcade, coin machines; books orchestras.

Russells Point—Sandy Beach Park on Indian Lake, Harry L. Moller, mgr.; has seven rides, 30 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Sandusky—Cedar Point on Lake Erie, Edw. A. Smith, mgr.; has 20 rides, 30 concessions, rink, penny arcade, coin machines; books orchestras.

Steubenville—Mineral Springs Park.

Toledo—Walbridge Park, H. F. Covode, mgr.; has eight rides, 12 concessions, penny arcade.

Toledo—Sand Beach Pavilion, O. L. Hankinson, mgr.; has lake, coin machines; books orchestras.

Tontogany—Otsego Park, H. E. Gill, mgr.; has two rides, four concessions; books orchestras, vaude, free acts.

Uhrichsville—Riverside Park, W. G. Maurer, mgr.; has four concessions, coin machines; books orchestras; vaude and free acts on special occasions.

Venice, Cincinnati—Meadow Brook Park on Route 27, M. J. Gutman, mgr.; has three rides, three concessions, pool, penny arcade.

Vermilion—Crystal Beach, George H. Blanchat, mgr.; has eight rides, 28 concessions, rink, penny arcade, coin machines; books orchestras, attractions.

Youngstown — Idora Park, Charles Deibel, mgr.; has 12 rides, eight concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Zanesville—Edgewater Beach, Frank M. Crosier, mgr.; has a few concessions, pool, coin machines.

Zanesville—Moxahala Park, John E. Brooks, mgr.; has four rides, 12 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

OKLAHOMA

Chickasha—Grady County Park, G. B. Hurst, mgr. and mgr. attr.; plays bands; no vaudeville.

Enid—Lake Hellums Park, Ray Steck, mgr.; has two rides, four concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Muskogee—Hyde Park, Mrs. Ida A. Stephens, mgr. and mgr. attr.; plays bands; no vaudeville.

Oklahoma City—Springlake Amusement Park, Roy Staton, mgr.. has 11 rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, free acts occasionally.

Oklahoma City—Willow Springs Amusement Park, James Shears, mgr.; has four rides, three concessions, beach.

Sand Springs—Sand Springs Park, T. H. Steeffens, mgr.; has four rides, seven concessions, pool, penny arcade, coin machines.

Shawnee—Benson Park, G. F. Johnson, mgr.; has 15 concessions, pool, coin machines; books orchestras.

Tulsa—Crystal City Park, W. P. Falkenberg, mgr.; has three rides, six concessions, pool; books orchestras.

Wewoka—Lake Wewoka Park, W. M. Looney, mgr.; has four rides, one concession, pool, rink; books orchestras; vaude, free acts occasionally.

OREGON

Portland—Jantzen Beach Park, Harvey Wells, mgr.; has 14 rides, 12 concessions, four pools, penny arcade; books orchestras, free acts.

Portland—Oaks Amusement Park, E. H. Bollinger, mgr.; has eight rides, 11 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Woodburn—Playmore Park, L. McKee, mgr. (Route 1, Hubbard, Ore.)

PENNSYLVANIA

Allentown — Dorney Park, Robt. L. Plarr, mgr.; has eight rides, eight concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Allentown—Central Park, F. A. Burkhardt, mgr.; has 12 rides, 12 concessions, penny arcade, coin machines; books vaude, free acts.

Altoona—Lakemont Park; has five rides, 10 concessions, penny arcade, coin machines; books orchestras, free acts.

Altoona—Alfarata Park, Chas. R. Mallery, mgr.; has three rides, four concessions, penny arcade; books orchestras.

Barnesville—Lakeside Park, J. Tomat, mgr.; has nine rides, 16 concessions, lake, coin machines; books orchestras; free acts occasionally.

Bellefonte—Hecla Park, Harold D. Cowher, mgr.; has one ride, concessions, pool; books orchestras, floor shows.

Berwick—West Side Park, H. V. Raseley, mgr.; books orchestras, vaude acts.

Bethlehem—Oakland Park, Ken A. Randall, asst. mgr.; has three rides, eight concessions, rink, penny arcade; books orchestras.

Butler—Alameda Park, Butler Rys. Co., props.; R. E. Sprenkle, mgr. and mgr. attr.; plays orchestras; no vaudeville.

Carbondale—Newton Lake Park, Franklin E. Wagner, mgr.; has nine rides, 12 concessions, beach; books orchestras, vaude, free acts.

Chambersburg—Red Bridge Park, E. F. Goetz, mgr.; has four rides, four concessions, pool, coin machines; books orchestras; attractions occasionally.

Conneaut Lake—Conneaut Lake Park, W. L. Baker, mgr.; has eight rides, 50 concessions, penny arcade; books orchestras, vaude, free acts.

Danville—Riverside Park, R. G. Hancock, mgr.; has rink.

East Greenville—Mill-Side Park, Wm. G. Conway, mgr. and mgr. attr.; no vaudeville or bands.

Easton—Bushkill Park, R. Kutzler, mgr.; has two rides, six concessions, pool, rink, penny arcade, coin machines; books vaude, free acts.

Elysburg — Knoebel's Groves, Lawrence L. Knoebel, mgr.; has two rides, 10 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Erie—Waldameer Beach Park, F. W. A. Moeller, mgr.; has six rides, nine concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Hanover—Willow Oak Park, J. T. Kopp, mgr.

Hanover—Forest Park, A. Karst, mgr.. has six rides, six concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Harrisburg—Willows Mills Park, on Route 11, A. L. Runk, prop. (R. D. 5, Mechanicsburg, Pa.).

Hazleton—Hazle Park, E. J. Williams, mgr.; has five rides, 10 concessions, penny arcade, coin machines; books orchestras.

Hershey—Hershey Park, J. B. Sollenberger, mgr.; has 11 rides, pool, rink, penny arcade, coin machines; books orchestras.

Houston—Willow Beach Park, S. C. Reynolds, mgr.; has two concessions, pool.

Indiana—Dreamland Park, J. J. Cicero, mgr.; has pool, rink; books orchestras, vaude, free acts.

Indiana—Cliffside Park, Joseph Hayes, mgr.; has rides, concessions, pool; books orchestras, free acts.

Johnstown—Ideal Park, Milan Diklich, mgr.; has three rides, five concessions, pool, rink; books vaude, free acts.

Lancaster — Rocky Springs Park, Joseph Figari, mgr.; has five rides, 30 concessions, pool, rink, penny arcade; books orchestras, free acts.

Lancaster—Maple Grove Park, Ralph W. Coles Jr., mgr.; has five rides, seven concessions, pool, rink, penny arcade; books orchestras.

Lewistown — Kishacoquillas Park, Arthur Jarvis, mgr.; has four rides, three concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

Ligonier—Idlewild Park, C. C. Macdonald, mgr.; has nine rides, pool, penny arcade; books orchestras, vaude, free acts.

McKeesport—Olympia Park, H. E. Hampe, mgr.; has 14 rides, 10 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Mahanoy City—Lakewood Park, Richard Guinan, mgr.; has 10 rides, 10 concessions, pool, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Mauch Chunk—Flagstaff Park, Fred Zanders, mgr.; books orchestras, vaude, free acts.

Mechanicsburg—Williams Grove Park, R. E. Richwine, mgr.; has 10 rides, 15 concessions, pool, penny arcade, coin machines; books orchestras, free acts.

Mount Carmel—Maysville Park, Ben Wilson, mgr.; books orchestras.

Mt. Carmel—Park, Peter Ruginis, mgr.; has rink; books orchestras.

Mt. Gretna—Mt. Gretna Park, Gene P. Otto, mgr.; has 10 rides, 20 concessions, pool, rink, penny arcade, coin machines; books free acts.

New Bethlehem—American Legion Park, J. A. Fleming, secy. (Mayport, Pa.); has rides, concessions, pool, rink; books orchestras, vaude, free acts.

New Castle—Cascade Park, C. C. Coulthard, mgr.; has three rides, 10 concessions, pool; books orchestras.

Northumberland—Sandy Beach, W. W. Yarger, mgr.; has seven concessions, coin machines; books vaude, free acts.

Oaks—Indian Head Park.

Orwigsburg—Deer Lake Park, Eben Kingsbury, mgr.; has pool, rink; books orchestras.

Parkesburg—Crystal Spring Park, W. T. G. Young, prop. and mgr.

Perkasie—Menlo Park, Henry S. Wilson, mgr.: has three rides, five concessions, rink, coin machines; books vaude, free acts.

Philadelphia—Woodside Park, N. S. Alexander, lessee; has 28 rides, seven concessions, pool, rink, penny arcade, coin machines.

Pittsburgh—Burke Glen Amusement Park (P. O., Pitcairn, Pa.), Wm. H. Burke, mgr.; has six rides, six concessions, pool, rink, coin machines.

Pittsburgh — Kennywood Park, A. B. McSwigan, pres.; has 31 rides, pool, penny arcade; books orchestras, free acts.

Pittsburgh—West View Park, C. L. Beares Jr., mgr.; has 14 rides, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Pottstown — Sanatoga Park, C. W. Rambo, mgr.; has five rides, five concessions, lake, rink, penny arcade.

Pottsville—White City Park, H. F. Hobbs, mgr.; has six rides, 14 concessions, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Reading—Carsonia Park, Joseph Sigg, mgr.; has eight rides, 22 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Reading—Cedar View Park, Walter A. Gasser, mgr. and mgr. attr.; plays bands and vaudeville occasionally.

Red Lion—Fairmount Park, R. M. Spangler, mgr.; has two rides, 12 concessions, rink, penny arcade, coin machines; books free acts.

St. Marys—Elk Center Park, Cyril Vanslander, mgr.; has pool, coin machines; books orchestras, floor shows.

Scranton—Rocky Glen Park, Jos. R. Jennings, mgr. and mgr. attr.; plays bands; no vaudeville.

Scranton—Lake Ariel Park and Beach, F. E. Bortree & F. B. Derby, mgrs.; has 10 rides, 12 concessions, penny arcade; books free acts.

Selinsgrove—Rolling Green Park, George D. Witmer, mgr.; has seven rides, 18 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Shamokin—Edgewood Park, George H. Jones, mgr.; has four rides, eight concessions, pool, penny arcade, coin machines; books orchestras.

Sinking Spring—Socialist Park, George M. Rhodes, mgr. (1312 Buttonwood st., Reading); plays vaudeville and bands.

Spring Mount—Spring Mount Park, Elwood W. Fulmer, mgr.; has one ride, three concessions, rink; books free acts.

Stevens — Stevens Park, Harry A. Snyder, mgr.; books orchestras, vaude acts.

Sunbury—Island Park; has pool, rink, penny arcade; books orchestras.

Sunbury—Rolling Green Park, R. M. Spangler, mgr.; has seven rides, 14 concessions, pool; books orchestras, vaude, free acts.

Tamaqua—Lakewood Park, Earl W. Schoener, mgr.; has 18 rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Tarentum—Belvedere Park, M. Nauman, mgr.; has three concessions, pool; books vaude, free acts.

Trevose—Penn Valley Park, G. J. Walsh, mgr.; has eight rides, pool, penny arcade, coin machines; books vaude, free acts.

Uniontown—Shady Grove Park.

Walnutport—Edgemont Park, B. A. Gallagher, mgr.; has four concessions, pool, rink; books orchestras, vaude, free acts.

Warren—Oakview Park, Edgar M. Larson, mgr. and mgr. attr.; no vaudeville or bands.

Wilkes-Barre—Sans Souci Park, L. S. Barr, mgr.; has eight rides, 10 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Williamsport—Sunset Park; has four rides, 10 concessions, pool, rink, penny arcade; coin machines; books orchestras.

Willow Grove, Philadelphia — Willow Grove Park, E. E. Foehl, mgr.; has 20 rides, 32 concessions, penny arcade; books orchestras, vaude, free acts.

Windber—Lake Mount Park, John E. Stefanko Jr., mgr.

Yerkes—Grand View Park, M. J. Madison, mgr.; has two concessions, pool, penny arcade, coin machines; books vaude, free acts occasionally.

York—White Rose Park, Charles Helb, prop.; John Myers, mgr. and mgr. attr.; plays bands; no vaudeville.

RHODE ISLAND

Newport — Newport Beach, Douglas Boyse, mgr.; has four rides, 21 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Oakland Beach—Oakland Beach Amusement Park, E. J. Stender, mgr.; no vaudeville or bands.

Portsmouth—Cashman's Park, Thomas S. Cashman, mgr. and mgr. attr.; plays free attractions and bands.

Providence — Rocky Point Park, Alfred M. Castiglioni, mgr.; has 15 rides, 56 concessions, pool, rink, penny arcade; books orchestras, free acts.

Riverside—Crescent Park, John T. Clare, mgr.; has 12 rides, 30 concessions, penny arcade, coin machines; books vaude, free acts occasionally.

SOUTH CAROLINA

Charleston—Folly Beach, Lester Karow, mgr.; books orchestras, vaude, free acts.

Charleston—Riverside Beach (Colored), Walter F. Livingston, mgr.; has three rides, five concessions, beach, coin machines; books orchestras.

Charleston—Isle of Palms, K. J. Klump, mgr.; has two rides, five concessions, beach, coin machines; books orchestras, vaude, free acts.

Georgetown—Kensington Park, J. W. Doar, mgr.; has 10 concessions, pool, coin machines; books orchestras occasionally.

Myrtle Beach—Myrtle Beach.

Taylors—Chick Springs Park, J. A. Bull, mgr.; has two rides, four concessions, pool, rink.

SOUTH DAKOTA

Forestburg—Ruskin Park, Richard Sejnoha (Wolsey, S. D.), mgr.; has rink; books orchestras.

Madison—Lake Herman Park, M. A. Van Laningham, mgr.; has lake, rink, coin machines; books orchestras, vaude, free acts.

Sioux Falls—Neptune Park, Ellis O. Smith, mgr. and mgr. attr.; plays dance bands; no vaudeville.

Yankton—Lakeside Park, C. A. Chamberlain, mgr.; has four concessions, pool, coin machines; books orchestras, free acts on holidays.

TENNESSEE

Chattanooga—Warner Park, W. C. Bowen, mgr.; has five rides, 17 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Chattanooga — Lake Winnepesaukah, Mrs. Minette Dixon, mgr. (Rossville, Ga.); has two rides, five concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

Knoxville—Chilhowee Park, H. D. Faust, mgr.

Lawrenceburg — Fairview Park, Dr. E. R. Braly, mgr.

Memphis—East End Garden, R. D. Forman, mgr.; has pool, rink.

Memphis — Fairgrounds Amusement Park, Frank D. Fuller, mgr.; has 14 rides, seven concessions, pool, penny arcade; books orchestras.

Nashville—Glendale Park & Zoo, Tenn. Electric Power Co., prop.; C. Lovett, Mgr.; no vaudeville or bands.

Nashville—Greenwood (Colored) Park, Preston Taylor, prop., mgr. and mgr. attractions.

Nashville—Cumberland Park, Ernest Cantrell, mgr.; has five rides, pool.

Nolensville—Sunset Park, B. S. Chrisman, prop. and mgr.; James Chrisman, mgr. attr.; plays bands; no vaudeville.

Tiptonville—Edgewater Beach, R. D. Smith, mgr.

TEXAS

Cisco—Lake Cisco Amusement Co., P. G. Berry, mgr.; has six concessions, pool, rink; books orchestras.

Corpus Christi — North Beach Amusement Park, John S. Mosser, mgr.; has four rides, 20 concessions, pool, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Dallas—Kidd Springs Park, Carl Steinmann, mgr.; has two rides, 10 concessions, pool, penny arcade, coin machines; books vaude, free acts occasionally.

Dallas—Fair Park, C. A. Wortham Jr., mgr.; has five rides, five concessions, penny arcade, coin machines.

El Paso—Washington Park, G. W. Wilson, mgr.; has four rides, three concessions, pool, rink, penny arcade; books vaude, free acts.

Ft. Worth—Casino Park, George T. Smith, mgr.; has 10 rides, 31 concessions, beach, penny arcade, coin machines; books orchestras, free acts, floor shows.

Galveston—Barfield's Derby Park, Mrs. C. E. Barfield, mgr.

Galveston—Crystal Palace, G. K. Jorgensen, mgr.; has 10 concessions, pool, coin machines; books orchestras, vaude, free acts.

Houston—Sylvan Beach Park, R. S. Lindamood, mgr.; has six rides, penny arcade, coin machines; books orchestras, vaude, free acts.

La Porte—Sylvan Beach Park, E. L. Crain, mgr.; has nine rides, three concessions, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

San Angelo—Casino Park, M. C. Dale, mgr.; has pool, coin machines; books orchestras.

San Marcos—Spring Lake Park, A. B. Rogers, mgr.; has one concession, pool.

San Marcos—Rio Vista Park, A. B. Rogers, mgr.; has one ride, one concession, pool.

Vickery—Vickery Amusement Park, W. H. Anderson, mgr.; has 21 concessions, pool, penny arcade, coin machines; books orchestras, free acts.

Wichita Falls—Wichita Lakeside Park, L. L. Allbritton, mgr.; has three rides, 16 concessions, pool; books orchestras, vaude, free acts.

UTAH

Salt Lake City — Saltair Beach, Thos. M. Wheeler, mgr.; has four rides, 29 concessions, lake, coin machines.

Salt Lake City — Lagoon Park, Julian M. Bamberger, mgr.; has pool, penny arcade, coin machines.

VIRGINIA

Belle Haven—Smith's Silver Beach Resort, Jno. Wise Smith, mgr. and mgr. attr.; plays vaudeville and bands.

Buckroe Beach—Buckroe Beach Park, T. M. McComb, mgr.; has six rides, 16 concessions, penny arcade; pin games; books orchestras, free acts.

Colonial Beach—Colonial Beach Park, Frank D. Blackstone, mgr. and mgr. attr.; no vaudeville or bands.

Harrisonburg — Kaylor Park, Q. G. Kaylor, prop. and mgr.; no vaudeville or bands.

Newport News—Lincoln Park and Beach, James Mackey, mgr.; has one ride, three concessions, coin machines; books orchestras.

Norfolk—Ocean View Park, Otto Wells, mgr.; has eight rides, 12 concessions, bathing beach, penny arcade, coin machines; books orchestras, vaude, free acts.

Roanoke—Lakeside Park, Samuel L. McCallister, mgr.; has seven rides, eight concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Virginia Beach—Seaside Park, K. C. Gerard, mgr.; has six rides, 30 concessions, pool, penny arcade, coin machines. books orchestras, vaude, free acts.

WASHINGTON

Redondo—Redondo Beach Park, W. J. Betts, mgr.; has two rides, four concessions, coin machines.

Seattle—Playland Park, Wm. A. Logue, mgr.; has eight rides, 12 concessions, rink, penny arcade, coin machines.

Spokane—Natatorium Park, Louis Vogel, mgr.; has eight rides, nine concessions, pool, penny arcade, coin machines; books orchestras.

Sprague—Sprague Lake Resort, S. L. Meyer, mgr.; has five concessions, beach.

WEST VIRGINIA

Chester—Rock Springs Park, R. L. Hand, mgr.; has eight rides, 17 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Daniels—Pine Grove Park, M. D. and T. R. Farley, owners.

Huntington—Camden Park, H. O. Via, mgr.; has seven rides, 18 concessions, pool, rink, penny arcade, coin machines; books vaude, free acts occasionally.

Martinsburg—Rosemont Park, R. A. Harrison, mgr.; has two rides, eight concessions, pool, penny arcade, coin machines; books orchestras; vaude, free acts on special occasions.

Martinsburg—Hillside Lake Park, Harry M. Fritts, mgr.; has pool, ice rink, coin machines; books orchestras.

New Cumberland—Mineral Springs Park, C. B. Pease, mgr.; has pool, rink, penny arcade.

Paden City—Paden Park, Lew E. Foster and W. E. Kesserman, lessees.

Philippi—Smith's Park, J. H. Smith, mgr.

Princeton—Shawnee Lake Park, C. T. Snidow, mgr.; has five concessions, pool.

Weirton—Valley Inn Park, Albert Schiappa, mgr.; Dan Schiappa. mgr. attr.; plays vaudeville; bands occasionally.

Welch—Coney Island Amusement Co., Inc., E. N. Hancock, mgr. and mgr. attr.; plays bands; no vaudeville.

Wheeling—State Fair Park, A. J. Prudhome, mgr.; has five rides, 12 concessions, pool, penny arcade; books vaude, free acts.

WISCONSIN

Appleton—Waverly Beach, Howard Campbell, mgr.; has lake, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Beaver Dam — Crystal Lake Beach, Lewis Payne, mgr.; has pool; books orchestras.

Beloit—Palm Beach Garden, Joe Falco, prop. and mgr.; plays bands, no vaudeville.

Beloit—Waverly Beach, W. H. Munger, mgr.; has three rides, six concessions; books orchestras; vaude, free acts occasionally.

Chippewa Falls—Wissota Beach Park, E. C. Cote, mgr.; has two rides, four concessions, pool, coin machines; books orchestras, vaude, free acts.

Green Bay—Blue Stone Park, six miles from city; Len Smallo, prop.

Green Bay—Bay Beach Park, owned by city; George T. Schwartz, mgr. and mgr. attr.; plays dance orchestras: no vaudeville.

Kaukauna—High Cliff Park, M. H. Niesen, mgr.; has two rides, four concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Marinette—Bay Shore Park, Wm. Hasenfus, mgr.; has beach, coin machines; books orchestras, vaude, free acts.

Medford—Interlaken Resort, W. G. Spreen, mgr. and mgr. attr.; no vaudeville or bands.

Milwaukee—State Fair Park, R. E. Ammon, mgr.; C. S. Rose, mgr. amusements; plays vaudeville and bands occasionally.

Milwaukee—Waukesha Beach Park on Pewaukee Lake, 20 miles west of Milwaukee, Eddie Wirth, mgr.; has eight rides, seven concessions, beach, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Muskego—Muskego Beach, W. J. Boszhardt, mgr.; has six rides, eight concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Oshkosh—Eweco Park, A. I. Guetzkow, mgr.; has three concessions, pool; books orchestras, vaude, free acts.

Rothschild—Rothschild Park, O. E. Owens, mgr.; has pool; books orchestras.

St. Croix Falls—Tipperary Park, Thomas A. Pratt & Son, mgrs.; has rink; books orchestras, vaude acts.

Sheboygan — Lake View Park, Eastern Wis. Electric Co., prop.; A. Kolste, supt.; no vaudeville or bands.

Spread Eagle—Spread Eagle Amuse. Park, Robt. Dennis, mgr. and mgr. attr.; plays vaudeville and bands.

Wild Rose—Silver Lake Park, H. H. Parker, mgr. (Beaver Dam, Wis.); has five concessions, beach, coin machines; books bands.

Wisconsin Rapids—Moccasin Creek Park, L. P. Daniels, mgr.; has two rides, eight concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

CANADA

Calgary, Alta.—Bowness Park, Calgary Municipal Ry. Co., prop. and mgr.; no vaudeville or bands.

Cartierville, Montreal, Que.—Belmont Park. Rex D. Billings, mgr.; has 11 rides, 24 concessions, pool, rink, penny arcade, coin machines; books free acts.

Port Dalhousie, Ont.—Lakeside Park, J. R. Empringham, gen. mgr.; Sid H. Brookson, res. mgr.

Fort Frances, Ont.—Pithers Point Park, J. R. Angus, secy.; has two concessions, beach; books orchestras, vaude, free acts occasionally.

Fort William, Ont.—Chippewa Park, A. Widnall, mgr.; has one ride, three concessions.

Hamilton, Ont.—LaSalle Amusement Park, G. A. Near, mgr.; has four rides, pool, penny arcade.

Hull, Que.—Luna Park, Wm. H. Conboy, mgr. and mgr.. attr.; no vaudeville or bands

(See LISTS on page 99)

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CARTOON BOOKLETS, WOW, $2.00 HUNdred. Samples, 25c. **BOX A-94,** Peoria, Ill.

CLOSEOUTS — CARTOONS, PHOTOGRAPHS, $1.50 Hundred. Hottest stuff! Samples, 20c. **JAMES TRIPPE,** Guntersville, Ala.

COWBOY SONGS—OVER 90, INCLUDING "Red River Valley," "Frankie and Johnnie," etc., 10c (Agents Wanted). **HUDAK,** 556 Seventh Ave., New York, N. Y.

DISTRIBUTORS, SELL GUARANTEED AXON Tonic and Axon Liniment. $1.00 bottle Axon Tonic cost 15c. 50c bottle Axon Liniment cost 6c. Samples, 50c prepaid. **AUTHORIZED BRANDS,** Atlanta, Ga. ap11x

EARN LARGE COMMISSIONS—SELL GUARanteed made-to-measure Shirts. Big repeat business. **MERIT SHIRTS,** 602 E. Main St, Bridgeport, Conn.

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HARDWARE JOBBERS, SALESMEN — NEW items; Auto, Household. **ECLAIR,** 1045 Abbott, Detroit, Mich.

HOT AND FUNNY CIGARETTE PACKAGE Wraps, cartooned, swell color flash; easily sold. Samples, quantity prices, 15c stamps. Postcards ignored. **WARDWAY,** Box 401 B, North Chicago, Ill.

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KENTUCKY BURGOO—DELICIOUS WHOLEsome tantalizing One-Meal Dish. Satisfies most fastidious appetites. Entirely different. Master cook's original recipe. Excellent opportunity parks, taverns, amusements, etc. Year-around seller. Complete instructions, including snappy business slogan, $5.00, worth five hundred. **MRS. M. LILYAN BUCKINGHAM,** 35th and Pines Road, Paducah, Ky.

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1,000% PROFIT CONDUCTING SPARE TIME Home Business by Mail. Details for stamp. **SELFHELP,** 117 W. 67th Terrace, Kansas City, Mo.

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CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE,** Oshkosh, Wis. ap25

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A-1 BARGAINS—ACE, $30.00; PROSPECTOR, $40.00; Jumbo, $50.00; Exhibits Play Ball, $34.00; 1935 International Mutoscope and Merchantman Cranes (write for price); Kings Six Jr. Dice Game, $10.50; Action, Army & Navy, Big Bertha, Drop Kick, Contact, Fleet, Golden Gate, Live Power, Lightning, $5.00 each; Cannon Fire, Beam Lite, Criss Cross, Signal, Rebound, $6.50 each; Rockola, Twenty-One, Spit Fire, Sportsman (no payout), Chicago Express, Big Game, Homestretch, $12.00 each. Write for prices. **KENOSHA COIN MACHINE CO.,** 6822 Sheridan Rd., Kenosha, Wis. x

ACTUALLY LIKE NEW—GROETCHEN "21" Venders, $12.95 each, three for $35.00. Guaranteed first class. **PARRY & SONS,** Burlington, Ia.

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ARCADE MACHINES, GOOD CONDITION. CHET WHETSTONE, 1103 Waverly, Sandusky, O.

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BARGAIN—7 ERIE DIGGERS, WITH STOCK, Frame, Khaki Top. Booked if desired. **BOX 60,** Brandon, Minn.

CANADIAN OPERATORS, ATTENTION! ONE-Ball Payout Tables, Five Mills Equity, $50.00 each; Two Liberty Bells, $40.00 each; One Put-and-Take, $35.00; Three Ten-Ball Rockets, $35.00 each. All in good condition; half cash with order. **NORTHERN NOVELTY,** Box 2258, Timmins, Ont.

COIN-OPERATED MACHINES BOUGHT, SOLD —CHARLES PITTLE, New Bedford, Mass. ap18

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BALLY DERBYS, $70.00, BARGAINS, LIKE brand new; Jumbos, $50.00; Prospectors, $45.00; Pamco Parlays, $70.00; latest models, Bally Rambler, $75.00; Paces Races, $290.00; Golden Harvest, $70.00; Rockola 46, $45.00. Every machine guaranteed perfect, large supply of other machines at lowest prices. Write for complete price list. **CHARLES PITTLE,** New Bedford, Mass. ap25x

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. **BADGER NOVELTY,** 2546 N. 30th, Milwaukee, Wis. my9

BARGAINS IN RECONDITIONED MACHINES —Wagon Wheels, $7.50; Pamco Parlay, $75; Ranger, $50; Put & Take, $15; Match Play, $15; Red Arrow, $15; Wahoo, $12.50; A. B. T. 1 Shot, $15; Rebound, $5; Double Slot Safes, $15. **AMERICAN SALES CO.,** 3003 Harrison St., Davenport, Ia.

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CLOSE OUT, SPECIAL—2 USED RACE HORSE Globe Trotters, like new, $12.50; 2 new Globe Trotters, $16.50, cost $57.50; 1 Neontact, $9.50; 1 Red Arrow, $14.50; 1 Mills Equity, $18.50; 3 Spelling Bees, $9.50; 1 Kings of the Turf, $9.50; 1 Checkers, $9.50 Make offer for lot, will trade for slot machines. **EAGLE VENDING COMPANY,** Tampa, Fla.

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MAKE AN OFFER — BROWN SPORTSMEN, Match Play, Champions, Rebounds, Actions, Penny Smokes, Dicomatics. **F. SHAFER,** Sumner, Ill.

MILLS NICKEL AND QUARTER SINGLE JACKpots, perfect condition, $25.00 each. Cash with order. **O'BRIEN,** Thames, Newport, R. I.

OLD PAY TABLES MAKE EXCELLENT PENNY Machines. Let me change your units. Guaranteed to work perfectly. Send unit. Price, $2.50. **H. L. SMITH,** Grifton, N. C.

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PENNY ARCADE MACHINES BOUGHT, SOLD, exchanged. **FUN PALACE,** 703 First Ave., Seattle, Wash. ap11

PHONOGRAPHS—FOUR SEEBURG SYMPHOnolas, $160.00 each; Four Seeburg Selectophones, $125.00 each; Two Seeburg Jrs., $75.00 each; One Seeburg Sr., $50.00. Every Phonograph guaranteed in perfect condition. Write **BARNES NOVELTY CO.,** Malone, N. Y.

PHONOGRAPH BARGAINS DELUXE — RCA Victor (5c play), world's finest tone instrument, regular $250.00 equipment, our price, $95.00 each. Seeburg (Selective) Instruments, $55.00 each, 2 for $100.00. One-half deposit. **PK SALES COMPANY,** Cambridge, O.

RADIO RIFLES BOUGHT AND SOLD! SAVE $10.00 per thousand feet on new Spicy Film. Used Hockey Games wanted. **AUTOMATIC NOVELTY CO.,** 2047 N. Wanamaker St., Philadelphia.

RECONDITIONED USED GAMES—30 VISIBLE Slot Sportsman, with Check Separators, $12.50 each; 8 Gold Rush, $7.50 each; 5 25-cent Gold Rush, $12.50 each; 10 Front Door Put 'n' Takes, $7.50 each; 1 practically new Jennings 1-Ball Flying Turf, $19.50; 2 Rapid-Fire, $7.50 each; 2 Rodeos, $19.50 each; 2 Eclipse 2-Ball, $19.50 each. Orders under $20.00, total remittance, over $20.00, 50%. No personal checks accepted. **DENSON NOV[illegible] CO.,** Cameron, Tex.

[illegible]LES WANTED—MILLS, WATLING, PACE. HAWKEYE SALES, Carroll, Ia.

SENSATIONAL USED MACHINE BARGAINS—Daily Limit, $80.00; Bally Derby, $70.00; Pamco Parlay, $70.00; Gold Rush, $27.50; Champion, $15.00; Rocket, $13.00; Red Arrow, $17.50; Fleets and Streamlines, $5.00; Jigsaws and World Series, $3.50. All machines in perfect working order. Not junk. **VARSITY SALES CO.,** 901 East 42d St., Kansas City, Mo.

SILENT MYSTERY, MECHANISMS LIKE NEW, $29.50. **COLEMAN NOVELTY,** Rockford, Ill.

SLOTS—4 MILLS 5c WAR EAGLE BELLS, $47.50; 1 Mills 10c Blue Front Bell (Standard Payout), $52.50; 2 Mills 5c Skyscraper Bells, $40.00; 1 Mills 5c Skyscraper (Mystery Play), $45.00; 2 Mills 1c Q. T. Bells, $32.50; 1 Mills 5c Q. T. Bell, $35.00; 1 Pace 1c Bantam, $27.50; 4 Mills 5c Rockola Front, $20.00. Counter Games—2 Seeburg Grand Nationale Automatic, $1750; 3 Sparkplugs (Automatic) $8.50; 1 Target (Automatic) $5.50; 5 Cent-a-Pack (Ticket), $7.50; 1 Baby Shoes (Dice), $6.50; 3 Stevens Beer Barrels, $3.50; 2 Chicago Clubhouse (Coin Divider), $8.50; 1 Radio Wizard, $4.00; 1 Steeple Chase, $3.50; 1 Churchill Downs, $4.00. Pin Games Automatic—2 Rodeo, $35.00; 1 Match Play, $19.50; 1 Hold and Draw, $19.50; 1 Mills Equity, $16.50; 3 Sportsman (Brown Cabinet), $21.50; 1 Put and Take (Front Door), $16.50; 2 Traffic Model A, $22.50; 2 Red Arrows, $16.50; 3 Champions (Blue Cabinet), $15.00; 4 Rockets (latest Battery), $12.50. Pin Games—2 Cyclones, $14.50; 1 Traffic (C), $11.00; 1 Rockelite, $8.50; 5 Signals, $6.00; 2 Rebound, $7.00; 5 Action, $9.50; 3 Rebound, $5.50; 1 Blue Streak, $6.50; 3 Mystery Six, $11.00; 2 Live Power, $7.00; 2 Shooting Star, $6.00; 4 Drop Kicks, $6.50; 2 Subways, $7.00; 1 Army and Navy, $9.50; 1 Kelly Pool, $6.00; 2 Goal Kick, $7.50. Terms: One-third with order; balance C. O. D. **NATIONAL PREMIUM CO.,** 1322 Dodge St., Omaha, Neb. x

SPECIALS — 1-BALL CARICOA AUTOMATIC, 10-Ball New Yorker Automatic, $14.50 each. **JACK CRAWLEY,** Hollister, N. C.

TEN SEEBURG SELECTIVE PHONOGRAPHS, $75.00 each; 1934 Buckley Crane, $65.00; Superior Cigarette, $8.00; Tickette, $8.00; all kinds Pin Tables cheap. **KENYON COMPANY,** 108 High, Canton, O.

WANT TO BUY—ALL LATE MODEL SLOT Machines, 5c, 10c, 25c, 50c plays. When writing give full detail, serial numbers, type of slots and rock bottom prices. **A. B. C. NOVELTY CO.,** Box 346, Green Bay, Wis. ap11

WANT—5c MILLS EXTRAORDINARY MYSterys. **DeLUXE SALES,** Blue Earth, Minn.

WANTED—ALL TYPES OF SLOT MACHINES for cash. **CONNECTICUT AMUSEMENT MACHINE CO.,** 294 N. Main St., Waterbury, Conn. ap18

WANTED—LATE MODEL DIGGER MACHINES. EXHIBIT NOVELTY CO., 1123 Broadway, New York. ap18

WANTED TO BUY—USED MILLS TEN GRAND Machines; state price and condition. **W. B. YERGER,** Boyertown, Pa. ap11

WANTED—ALL TYPES DIGGER MACHINES. State type, serial number, price. **W. PLAM,** 4215 Normal Avenue, Los Angeles. ap11

WANTED — TICKET AND ONE-SHOT MAchines, Scales, etc. Operators, write us for bargains. **SILENT SELLING CO.,** 548 Massachusetts, Indianapolis. ap11

WANTED—MILLS BLUE FRONTS. WILL PAY $45.00 each. **EAGLE VENDING COMPANY,** Tampa, Fla.

WANTED, FOR CASH—PANAMA DIGGERS, Electro Hoist Cranes, etc. **GREENFIELD,** 776 Crown Street, Brooklyn, N. Y.

WANTED TO LEASE OR BUY—50 GOOD SLOT Machines. **CARL D. KING,** Elwood, Ind.

WANTED — TRICKS, $20.00; BALL FAN, $7.00; Spitfire, $6.50; Ditto, $25.00. Must be prepaid, inspection allowed. **NATIONAL NOVELTY CO.,** Munich, N. D.

WANTED — WHIRLPOOL AND BILLIARD Bagatelle Games operated by cue and billiard balls. (No Pin Games.) State price and condition. **WM. F. SCHORK,** 1663 Broadway, New York.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send for our bargain list. **GOODBODY,** 1826 East Main, Rochester, N. Y. my2x

WE TRADE MACHINES—STATE YOUR NEEDS. Even trades. What have you. **THE P. K. SALES COMPANY,** Cambridge, O.

6 MILLS DANCE MASTERS, 5 SEEBURG SElectophones, $125.00 each; 1 Electro Hoist, latest model, $75.00; 5 Wagon Wheels, $7.00 each; 20 Jumbos and Bally Derbys, cheap. **CARL D. KING,** Elwood, Ind.

$20.00 CASH PAID FOR JACK POT BROWNIES or Mills Dewey Jack Pot Counter. **ROCKPORT NOVELTY CO.,** Rockport, Tex. ap11

20% DISCOUNT — LIST USED COUNTER Games. **COLEMAN NOVELTY,** Rockford, Ill.

COSTUMES—WARDROBES

BAND COATS, $2.50; RED CAPS, $1.50; MESS Jackets, $2.00; Scenery, $10.00; Beautiful Velvet Curtain, $125.00; Trunks, Minstrels. Free lists. **WALLACE,** 2416 North Halsted, Chicago.

CHORUS WARDROBE, 25c PER COSTUME, also Scenery. Selling out. **SHUTT,** P. O. Box 1491, Little River Station, Miami, Fla.

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AT LIBERTY
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AT LIBERTY
CIRCUS AND CARNIVAL

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WANT TO PLACE—American Palmistry. Flat or percentage. Give details. **MADAM ROSE,** 629 Deming, Chicago.

YOUNG MAN, 24, with fair education, newspaper experience, desires connection in any capacity with reliable circus; advance or back; any department. Height, 5 ft., 2¼ in., weight, 115 lbs. Photo, references, full details on application. **BOX C-16,** Billboard, Cincinnati, O.

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WILLIAM PRESTON in twenty-four hours of diversified magic. Sleight of Hand Artiste. Write. 191 Rutledge St., Brooklyn, N. Y.

AT LIBERTY
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AT LIBERTY
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AT LIBERTY
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A-1 TRUMPET—WRITE FULL PARTICULARS. TRUMPETIST, 805 17th St., Altoona, Pa. ap11

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ALTO SAX, DOUBLING CLARINET, BARItone. Good reader, sweet tone, young, union, reliable. Wire, write, stating all in first. Location preferred. **HAROLD JOHONNOTT,** 5216 Winthrop Ave., Chicago, Ill.

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TRUMPET — READ, TONE, SWING. FIVE years' experience; union. **CHIC HANSEN,** Tyler, Minn.

TRUMPET, DOUBLING VIOLIN. YOUNG, reliable, sober, union, single and white. Seven years' experience. Have amplifier and arrange a little. Only reliable offers considered. Prefer steamship lines or South. Write or wire **MUSICIAN,** 156 West Fourth Street, Fulton, N. Y.

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VIOLINIST, DOUBLING ACCORDION. YOUNG lady, union, good personality. Experienced in orchestra or team work. Can read, memorize, fake and transpose. Will exchange references. **BOX C-19,** Billboard, New York City.

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ALTO SAX, CLARINET, Sing. Read or jam. Have car so distance no object. Age twenty-seven. Panics lay off. JIMMIE WILKINS, James Hotel, Chattanooga, Tenn.

FAST SHOW DRUMMER—Pit, stage, hotel, circus, anything. Reliable. Formerly Keith's, Loew's. Guarantee satisfaction. Neat, sober, dependable. CLIFF OSSLER, 816 Hennepin, Dixon, Ill. ap11

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MUSICAL DIRECTOR-LEADER for vaudeville, units, musicals, productions, Guest Conductor. References, modern. Former pit director for Loew's, etc. SANDY KURTZ, 451 Kingston Ave., Brooklyn, N. Y.

ORCHESTRA MUSICIAN and Music School Teacher desires position or substitute work on West Coast on salary basis. I Play, Teach Violin, Guitar, Banjo, Chicago graduate. Experienced all lines, reliable, young, congenial. VIOLINIST, 1404 N. Raynor Ave., Joliet, Ill.

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AT LIBERTY FOR FAIRS, PARKS, CELEBRAtions—Complete Circus, Unit or Acts of all kinds. Carry own stages and P. A. systems. Write us for prices. **DRESSEN PURCELL FREE ATTRACTIONS,** Chillicothe, Ill. ap18

BALLOON ASCENSIONS — NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire **JACKSONVILLE BALLOON CO.,** Jacksonville, Ill. ap25

BALLOON ASCENSIONS — THREE TO SIX parachute drops each ascension. Two riders on one balloon doing triple drops. **O. E. RUTH,** 1021 Collier St., Indianapolis, Ind.

BALLOON ASCENSIONS FURNISHED— Death-defying parachute acts. Reasonable. **ARMSTRONG BALLOON CO.,** New Canton, Ill.

BALLOON ASCENSIONS DAY OR NIGHT— Now booking fairs, parks, celebrations. **DRESSEN PURCELL ATTRACTIONS,** Chillicothe, Ill. ap18

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, Juggler, Magician. As good as the best. Write for prices and literature. **THE CHRISTYS,** Keokuk, Ia. my9

SOUND SYSTEM SERVICE — MICROPHONE, Phonograph, radio; motor-generator equipped 1½-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. **R. D. WAGNER,** 1909 N. Capitol, Washington, D. C. ap25

THE FOUR SKEES—TWO ACTS, ONE BIG high sensational act. Something different, displaying spectacular feats of skill and daring without a net; also a beautiful posing and ladder act. Both guaranteed attractions. We go any place. For literature and price address 3804 Fairmount, San Diego, Calif.

THE ROSARDS—THREE GUARANTEED ACTS. Lady and gent. Comedy trick fun-house acrobatic act, lady aerial iron-jaw act and a comedy aerial chair-balancing act. Bond if requested. Folder, prices. General Delivery, Quincy, Ill.

VAUTELLES CIRCUS — DOGS, CATS, MONkeys. You can't beat it. Theatres or outdoors. Flashy car with calliope and animal cages for street bally. Lakeland, Fla.

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ap25

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. my30

AT LIBERTY to accept offers for fairs and parks—A Novelty Act; merit and quality. LAMONT'S COCKATOOS AND MACAWS, 7 W. Delaware St., Chicago, Ill. ap18

AT LIBERTY—Young and handsome college man who understands and comprehends the Proplarite new form of amusement and entertainment. Can give Sixteen Different Proplarite Shows. Capable Public Speaker. Address RUDOLPH BLAHA, 1839 South Ashland Avenue, Chicago, Ill.

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack-Wire Combination Juggling. Indoors or out. CECIL WOODS, Post-Office Box 513, Poplar Bluff, Mo.

BALLOONIST—Desires connection with Park or Circus. Will make and operate complete outfit, for first-class concern. Extraordinary publicity stunts a specialty. Write BILL CAMPBELL, R3, Fenton, Mich.

DAREDEVIL DICK LASHUA—Sensational Acts. Available for parks, fairs, celebrations, carnivals. Have developed a new act for this season that will hold any audience speechless. Also feature One-Mile Delayed Opening Parachute Jump. Have own transportation. Go anywhere. Prices reasonable. Particulars on request. 275 Sawyer St., New Bedford, Mass. ap18

FOR ANIMAL AND BIRD Acts, Circus Acts. You get the best at the PAMAHASIKA STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

NOTICE—Parks, beaches, resorts. I will increase your business. Concession Manager, Promoter, Advertising Representative wants connections for season. Will handle, manage, promotions and concessions in park or amusement resort, special events, contests, etc. I know the business and will give you results. State your best proposition in first letter. Age 45. E. J. McARDELL, 4409 Zenith Ave., South, Minneapolis, Minn.

THE HARRISONS—Three Acts, Comedy, Straight, Clown. Booking summer season, featuring the greatest two people straight Bicycle Act the world has known. Billboard, Cincinnati, O.

THE SILVER STREAKS of the 20th Century, now booking outdoor season, terms reasonable and literature on request. Address THE HARRISONS, Billboard, Cincinnati, O.

WESTERN ELECTRIC Public Address and Music Reproducing Systems. Most complete sound service ever offered. Carry 14 Speakers, 6 Microphones, 3 Complete Amplifying Systems. Can do street advertising. Serving such well-known fairs as Virginia State, Lewistown, Ebensburg, Stoneboro, North Carolina State, South Carolina State, Southeastern Expositions, Atlanta, etc. Write for descriptive circular and prices. State your dates. ROELLER'S AMPLIFYING SERVICE, Pottstown, Pa. my2

AT LIBERTY
PIANO PLAYERS

PIANO PLAYER—READ, FAKE, TRANSPOSE. Experienced all lines. Sober, dependable, double bits, paint banners; neat appearance. Don't ask my lowest, state your best. Join on wire. **CHESTER HUGHES,** Savannah, Tenn.

AT LIBERTY—Lady, A-1 Pianiste and Entertainer for beer taverns. Pleasing personality. Can furnish best of references. Permanent location preferred. BOX C-18, Billboard, Cincinnati.

EXPERIENCED PIANIST—Read, fake, transpose, arrange, Double on Violin, good Baritone Voice. Single, strictly sober, 24 years old. Go anywhere but on the road. JACK RODRIGUEZ, Box 103, N St. Station, Nacogdoches, Tex.

MODERN PIANIST—Age 25, single. Read, fake, transpose. Excellent Accompanist. Experienced Vaudeville, Rep, Dance Band, also good Master of Ceremonies. Have tuxedo. Height, 5 ft. 8 in. Anything reliable considered. How about some Western offers. CHET SPRINGER, 1727 Horton, S. E., Grand Rapids, Mich.

YOUNG MAN—Pianist, union, wide professional experience, all lines, both classic and dance. Alone or orchestra, weekly salary must be guaranteed. RAYMOND DEMPSEY, Franklinville, N. Y. ap18

AT LIBERTY
SINGERS

WOMAN SINGER—Voice, personality. Pops and semi-classical. Unit, orchestra, vaude, hotels. Sure hit. BOX 629, Billboard, 1564 Broadway, New York.

AT LIBERTY
VAUDEVILLE ARTISTS

JACQUES AND LA VERNE —Clever Young Versatile Colored Team in a singing, playing and dancing act, using Guitar and Piano and Piano-Accordion, featuring a fast and flash Tap Routine and a Spanish Comedy Novelty Dance. Elaborate Modern Costumes. Address **J. M. BARRETT,** 5926 South Parkway, Chicago, Ill. Phone Englewood 7481.

ACE LEWIS AND HIS FLYING PUNCHING bags. All upside down. Hang by legs and punch bag on floor. Stand on head and punch floor bag. Punch with head, with feet, blindfolded. Swivel bag; with music. All fast as machine gun fire. Equipment fine; use standard gym bags. 106 N. Buffalo St., Portland, Ore.

BLACKFACE COMEDIAN — KNOW ALL hokum acts, experienced all-round man, can produce A-1 show for two weeks; prefer med show. Young, single and sober. **BRONCO WEST,** Erwin, N. C. ap11

DANCER—SPECIALTIES AND LINE. WANTS summer work. Do taps, toe, modern, etc. Play piano; classical, popular. Good wardrobe, specialties, piano numbers. Road or location. **LUCILLE ZERVAS,** Moorhead, Minn.

GUITAR-HARP PLAYER — MED. TALKER. Both go together. Have car. Want on high-class med. show. Salary and commission or salary straight. **CALVIN F. WHALEY,** McNeil, Ark.

TROUPER DESIRES WORK AS TABLE WAITer, sing in concert, assist in acts, etc. Fine appearance, strictly sober and dependable. **HUME,** Geneva, O.

APRIL 25TH—All-round Musical, Singing, Dancing Comedian. Fake Piano and Guitar. Write, don't wire, mail must be forwarded. JOE DOKES, General Delivery, Texarkana, Ark.

ARTIE ARENT, the Modern Swing Xylophonist. Have worked with Rudy Baie now at Morrison Hotel, Chicago. Desire connection with reliable band as feature entertainer. State offer and give references. BOX 1065, U. P. Station, Des Moines, Ia.

AT LIBERTY—Comedian, Blackface or Character, up in acts, six Singing, Talking Specialties. Theatre, tent or platform show. Ticket? Yes. Salary reasonable. LEO OSBORN, Claremont, Va. ap11

AT LIBERTY FOR MED.—Week stand vaudeville. Attractive Lady. Age 30, Modern Pianiste, Double Stage in Acts or Bits, Singing and Talking Specialties. Both Straight and Comedienne, one Feature Novelty Act. BOX C-18, care Billboard, Cincinnati.

AT LIBERTY—Versatile Novelty Team. Salary or percentage or will split with lecturer or team. Have outfit complete. GLENNY AND FORD, Billboard, Cincinnati.

COMEDY MUSICAL ACT—Black Face and Hill-Billy Singing and Dancing Comedian. Put on and do Comedy in acts. Old timer, but modern. EDDIE BRENNAN, Brenham, Tex.

GRAHAMS—Have De Vry talkie outfit, complete, films, pick up, etc., Comedy Singing, Talking, Instrumental, Singles, Doubles, change for week, black or white in acts. Experienced, reliable; would consider 50-50 spit with party that has 30x50 top outfit complete. Let's hear from you. 56 Charles St., Totowa, N. J. ap18

HALLS, PLATFORM SHOWS—Single Lady Performer. Sing, play Banjo, all Acts and Bits, Straights or Characters. Long experience. FAY ABBOTT, General Delivery, Springfield, Mo.

MINDREADING ACT—At liberty for med or tent vaudeville show. Have car and living tent, good wardrobe. Husband will double in acts; low salary. L. M. BRAY, General Delivery, Baltimore, Md.

PAMAHASIKA'S BIRD CIRCUS, the original and greatest in the world. The act that makes everybody talk. Don't overlook the Famous Pamahasika's Real Acting Birds. GEO. E. ROBERTS, Manager, Pamahasika's Studio,, 515 West Erie Ave., Philadelphia, Pa. Telephone, SAGmore 5536.

PUNCH AND JUDY, talented and refined, de luxe setup. A complete entertainment in itself for juveniles and adults alike. CALVERT, care Billboard, 1564 Broadway, New York. ap11

BARNES SHOW——

(Continued from page 67)

that Sally Rand will be a free attraction at the Amphiteater starting on April 11, and that reservation for International Rodeo and Frontier Days on April 3-5 indicated a sellout. He also announced that negotiations are under way to bring the Earl Carroll *Vanities* for a special engagement, and that negotiations are likewise being furthered to book the Ziegfeld *Follies*.

Among the special events announced: April 12, Easter Day, Karlsruhe Day, Oceanside Day, De Molay Day, All-Western Poultry Show; April 14, Old-Fashioned Night, Recorders' Day; April 15, Navy and Marine Day; April 16, Motion Picture Day, Rotary Day; April 17, Grace Line Day; April 18, Gas Appliance Day, Kid's Day, National City Day, Fire Prevention Day, National Guard Day; April 19, Barnarr McFadden Physical Culture Club Day, Yuma County Day.

Hartmann's Weekly Broadcast

OF COURSE conditions now are far different from what they were years ago, still it does seem a shame that there is such a limited number of railroad circuses today—one less than last year, when there were only four. However, it is good to note that motorized circuses are continuing to grow in number, there being several more this year than in 1935.

There is no gainsaying the fact that if the circus industry is to prosper, there must be more, not fewer, shows and they must be of the type that will do credit to the business.

† † †

The small number of railroad circuses now in existence caused J. A. Wagner, a dyed-in-the-wool circus fan and a very active member of the organization bearing that name, of which he was at one time president, to reflect—to recall a few incidents of the old days and to pay a beautiful tribute to the circus and its worth to the youth in a plea for more railroad shows.

"Years ago on a farm in Michigan," writes the veteran circus fan, "a Pennsylvania Dutchman, his wife and two sons stood in the yard of their farm home, the little boys filled with great astonishment at a most unusual sight to them, the passage on the highway, wending its way to White Pigeon, Mich., where it was to show that day, of the Great Van Amburg Wild Animal Menagerie.

† † †

"The caravan was divided into sections, hauled by beautiful horses, one section of bays, one of blacks and one of grays, hitched to heavy wagons, many covered with canvas, the contents of which caused the youngsters to wonder.

"In the distance could be seen approaching a large animated 'thing' with flappings like a dark gray quilt or canvas—the first elephant these boys had ever seen.

"The good farmer and his wife hitched a spanking team of horses to their Sunday-go-to-meeting buggy and followed the caravan to the place of exhibition. The boys, full of excitement at what they were about to see, something which never before had happened in their short lives; the father regaling them on the way with the story that an elephant would not cross a bridge until he had first tried it to see whether it was strong enough to carry his weight.

† † †

"This family of four were the guests of the minister and his good wife for noonday dinner and then all, including the preacher's family, attended the afternoon exhibition. It was the greatest menagerie up to that time that had ever been assembled, and we now live over again the scene of that good father and mother looking at their two boys with grateful pleasure as they viewed the strange animals in the cages under the large canvas.

"There was no circus performance—simply a lecture on the habits of the strange animals that inhabit the earth, delivered by an eloquent speaker. As we drove home that night, there was with us, to always be cherished thru life, that love for the unusual that has for so many years afforded entertainment to the public under canvas. We had seen and heard and had been taught a lesson in Natural History in a way that was more impressive and unforgettable than all the studies that could be had in years of book teaching on the subject.

† † †

"A few years later this same family made a similar trip to this little town of White Pigeon to witness the parade and performance of Howe's Great London Circus and Sanger Menagerie. The memory is still with us of the big chariot, all mirrored and glittering with gold, with trimmings of silver bells that rang from the jar of the uneven street, and atop the Goddess of Liberty in all her glory. The chariot was pulled by 16 white horses, beautifully matched.

"At the performance was seen for the first time a pyramid of elephants; the ringmaster; the singing clown with his mule and cart, and acts since discarded that were entertaining and brought merriment to the large audience.

"Then came Adam Forepaugh, stopping on outlying vacant lots to dress for the parade, and later the grand entree to the showground. The two boys, now grown to some size, worked barefooted plowing corn in a field, starting very early in the morning that they might take time off to see the parade. They took their holiday clothes in an old carpet bag as they went to the field. Leaving their horses in a stable, they dressed and walked three miles across the pastures to witness the parade and circus performance.

"Later came their first view of the railroad show, Montgomery Queen. On a Sunday all of the church denominations met in one great assemblage under the big top, addressed by one of the prominent preachers of the town, and on show day the band played *Dixie* in front of the marquee to the awaiting crowds of people.

"Then come to mind many other shows, stopping at towns in size so small that today would not be recognized by the present circus managers as being capable of giving them a remunerative audience — John Robinson, Burr Robbins, W. C. Coup, W. W. Cole, Cooper & Bailey, Barnum, Ringling—and we might follow the list of the names of the different circuses on and cn—there were many.

† † †

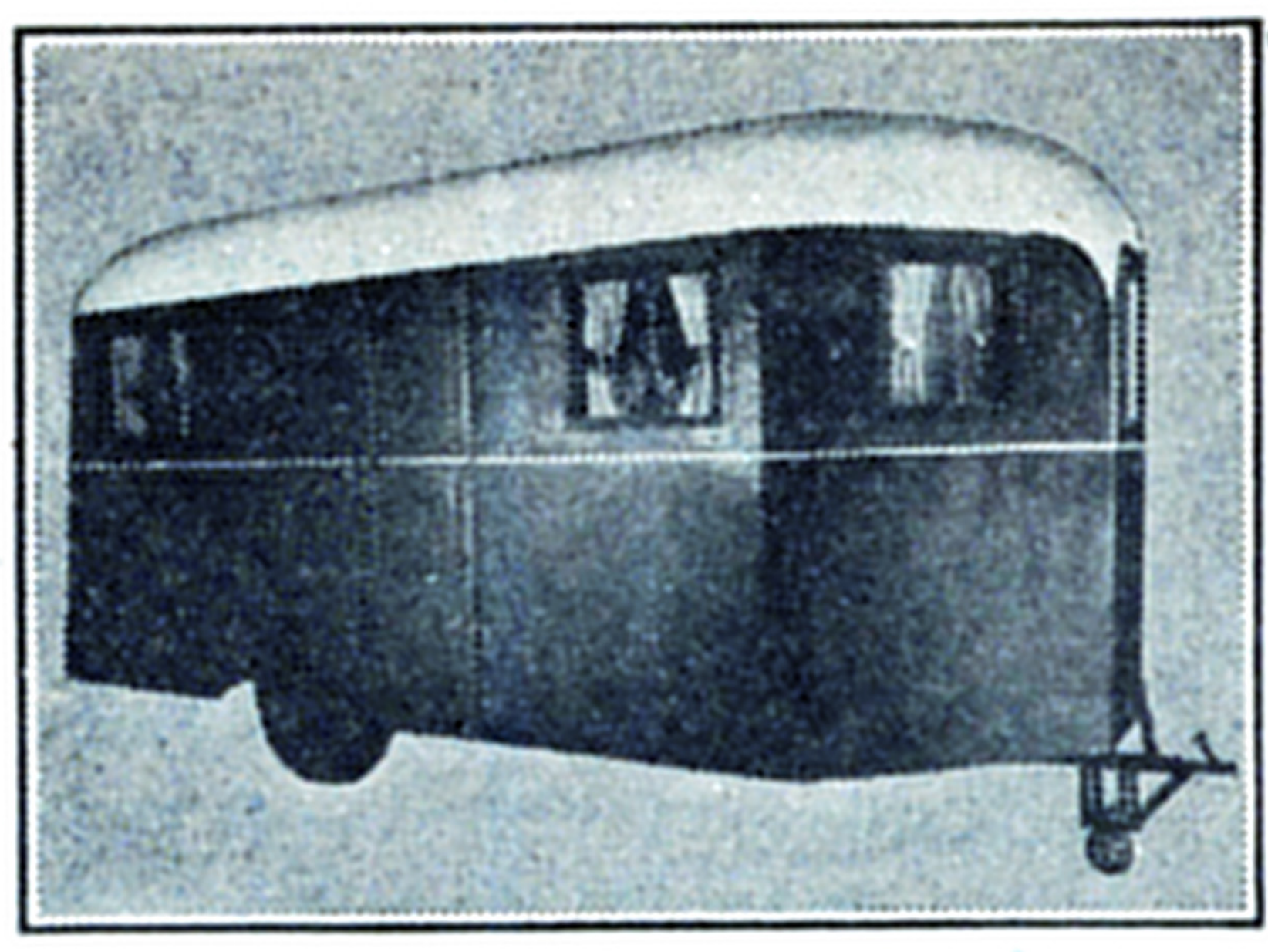
"Coming now to the present, when another of the famous titles is put on the shelf, with but three railroad shows left to travel thruout the 48 States of the Union, not including Canada on the north, it seems unbelievable that exorbitant taxes in Texas and Florida should be the cause of such a limited number of railroad circuses in 1936.

"We cannot believe but that there are many good fathers and mothers like that Pennsylvania Dutchman who took his two boys by the hand and first led them to the horse tents to see the beautiful horses, the harness, the carved gold-and-mirrored chariot and cages, that would do the same today as they did in years agone, if opportunity is given them.

"Then, too, we have in mind the many wonderful men and women whose life's profession is at stake, stars who have thrilled the public year after year with their daring and unusual acts, who are to be out of work.

† † †

"I congratulate you upon your splendid article on this subject in *The Billboard* recently. We ought to have more of these editorials in future editions that would cause the return of the parade and visits to our communities by more circuses, as of years ago—even tho the size of the circus of the future and the number of rings are reduced, and the good old ringmaster, singing clown and 'Pete Jenkins' need be returned for our enjoyment. Surely the other 46 States of our Union and Canada to the north, have the circus hunger necessary to bring back a thriving industry."



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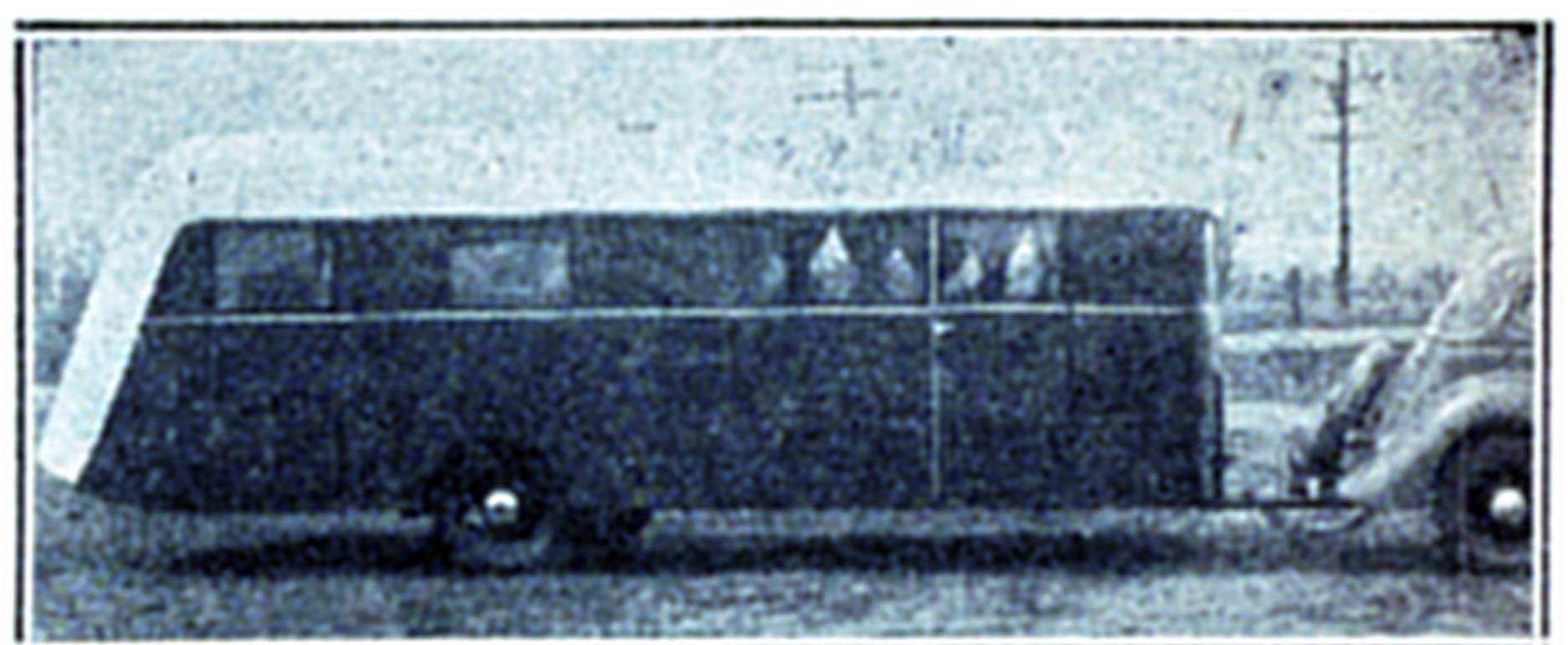

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Build your own Trailer and save 2-3 the cost. Send $1 for Cabin Trailer Plans or 50c for Utility Trailer Plans. Trailer parts at bargain prices. Write for free catalog.
SHAMROCK TRAILERS,
11759 Grand River, Detroit, Mich,

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

E. S. HOLLAND recently advised that he was told Pennsylvania has passed a law requiring all trailers to have brakes and that any such vehicles without brakes were stopped at the State line and not permitted to enter. "If such be the case," says Mr. Holland, "it will indeed work a hardship on plenty of people in the show business, as there are more living trailers being pulled behind passenger cars without brakes than with them."

The information Mr. Holland received was partly true. According to S. Weston Scott, Chief of Safety for John B. Kelly, Secretary of Revenue of the Commonwealth of Pennsylvania, Department of Revenue, Bureau of Highway Patrol and Safety, Harrisburg, "Brakes are necessary on all types of trailers having a gross weight of 3,000 pounds or more. These brakes must be automatic. New trailers having a gross weight of 1,500 pounds or more must also be equipped with brakes. Gross weight includes the weight of the vehicle plus the load."

Mr. Scott also sent a copy of the "Outline of the Requirements of Pennsylvania Vehicle Code Regulations," section 811 (c) of which, relating to brakes on trailers, reads: "Every trailer or semi-trailer of a gross weight of 3,000 pounds or more shall be equipped with brakes adequate to control the movement of and to stop and to hold such vehicle for at least 15 minutes, and so designed and connected that in case of breakaway of the towing vehicle, the brakes shall be automatically applied."

Section 811 (d), relating to brakes on new motor vehicles, reads: "Every new motor vehicle, trailer and semi-trailer, sold in this Commonwealth on or after January 1, 1936, and operated on the highway, shall be equipped with service brakes on all wheels of every such vehicle. Exceptions: Motorcycles and every semi-trailer of less than 1,500 pounds gross weight need not be so equipped."

THRU the courtesy of the Conoco Travel Bureau, we give below the speed limits and gasoline taxes of all the States and the District of Columbia (in effect at the time the list was compiled):

State	Speed (M.P.H.)	Tax (Including 1c Federal tax)
Alabama	45	7c
Arizona	Reasonable and proper	6c
Arkansas	45	7½c
California	45	4c
Colorado	Reasonable and proper	5c
Connecticut	45	4c
Delaware	45	5c
Delaware	45	5c
Florida	45	8c
Georgia	40	7c
Idaho	35	6c
Illinois	Reasonable and proper	4c
Indiana	Reasonable and proper	5c
Iowa	Reasonable and proper	4c
Kansas	Reasonable and proper	4c
Kentucky	40	6c
Louisiana	Reasonable and proper	6c
Maine	35	5c
Maryland	45	5c
Massachusetts	Reasonable and proper	4c
Michigan	Reasonable and proper	4c
Minnesota	45	4c
Mississippi	40	7c
Missouri	Reasonable and proper	3c
Montana	Reasonable and proper	6c
Nebraska	Reasonable and proper	5c
Nevada	Reasonable and proper	5c
New Hampshire	35	5c
New Jersey	40	4c
New Mexico	Reasonable and proper	6c
New York	40	5c
North Carolina	45	7c
North Dakota	50	4c
Ohio	45	5c
Oklahoma	Reasonable and proper	5c
Oregon	45	6c
Pennsylvania	40	5c
Rhode Island	35	3c
South Carolina	45	7c
South Dakota	40	5c
Tennessee	Reasonable and proper	8c
Texas	45	5c
Utah	50	5c
Vermont	Reasonable and proper	5c
Virginia	45	6c
Washington	40	6c
West Virginia	45	5c
Wisconsin	Reasonable and proper	5c
Wyoming	35	5c
Was'gton, D. C.	30 (with official okeh)	3c

Carry your Certificate of Registration of Ownership on your car or truck when traveling in another State.

PROSPECTS BRIGHT——

(Continued from page 59)

again, there being now only three Saturdays open in the season.

Most of the concessioners will return this season. Mr. and Mrs. Emil Rinderspacher and son, Bud, who have had refreshment stands, ballroom and other concession, have leased the beer garden and restaurant. Thomas Bradley, who had the refreshment stands until last year, will take them back again in addition to refreshments in the ballroom. Robert McArdle will enter upon his sixth year here with his Merry-Go-Round. Mr. and Mrs. J. O. Riggle, who have operated the roller rink several years, will return. Mr. and Mrs. Wayne Bradley and family, Skee Ball alleys, will be back for their fifth season.

New faces will include Mr. and Mrs. R. W. Hayes and two sons, who have leased bathhouse, bathing, pop-corn and peanut concessions. Mr. Hayes, formerly in outdoor amusement business in Canada, will assist in promotion work. An outstanding orchestra will be engaged for the season.

LISTS——

(Continued from page 93)

Kingston, Ont.—Lake Ontario Park, K. P. & C. Elec. Ry. Co., prop.; Hugh C. Nickle, mgr. and mgr. attr.; no vaudeville or bands.
London, Ont.—Springbank Amusement Park, D. H. Walsh, mgr.; has four rides, four concessions, penny arcade, coin machines; books orchestras.
Montreal, Que. — Dominion Park, George Ducharme, mgr.; has 10 rides, 20 concessions, pool, penny arcade, coin machines; books vaude, free acts.
Oshawa, Ont.—Lakeview Park, Robert Fraser, mgr., has coin machines; books orchestras, vaude, free acts.
Owen Sound, Ont.—McLauchlan Park, Balmy Beach, J. K. McLauchlan, mgr.; books orchestras; free acts occasionally.
Port Stanley, Ont.—Port Stanley Park, T. H. Haskett, mgr.
Quebec, Que.—Quebec Exhibition Park.
St. Thomas, Ont.—Pinafore Park.
Sarnia, Ont.—Lake Huron Park, John A. Dalziel, prop., mgr. and mgr. attr.; no vaudeville or bands.
Timmins, Ont.—Riverside Park, Walter P. Wilson, mgr.; has six concessions; books orchestras.
Toronto, Ont.—Hanlan's Point Park.
Toronto, Ont.—Sunnyside Amusement Park, Sam Solman, mgr.
Vancouver, B. C.—"Happyland" Hastings Park.
Victoria, B. C.—Gorge Park, H. Takata, mgr. and mgr. attr.; no vaudeville or bands.
Winnipeg Beach, Man.—Winnipeg Beach, W. A. McKay, mgr.; has six rides, 15 concessions, penny arcade, coin machines.

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

MAIL ON HAND AT
CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Burns, J. W., 13c
Goodwin, Mart, 20c
Howard & Fuller, 10c
Howen, John, 15c
Lavan, Pauline, 6c
Lee, Lewis E., 6c
Lenhart, Ray, 3c
Mooney, W. F., 12c

Ladies' List

Adams, Mrs. Gladys
Adams, Mrs. Mary
Alexander, Mrs. John W. N.
Alford, Helen
Allen, Mrs. Roscoe
Allen, Myrtle
Allen, Prairie Lilly
Allison, Betty
Altona, Madam
Anthony, Mrs. Billie
Aredo, Mrs. Pearl
Armstrong, Myrtle
Ayers, Ruth
Bailey, Lula
Baker, Mrs. Janie Louise
Barker, Joyce
Barry, Mrs. Ruth
Bartlett, Jerry
Bassett, Mrs. LeRoy
Beachum, Dee
Benjamin, Mrs. Ella
Bentley, Mrs. S. D.
Berry, Beatrice
Bevan, Mary
Biggers, Mrs. L. H.
Billings, Mildred
Binks, Ruby
Biron, Pearl
Blackburn, Mrs. Pauline
Blades, Mildred
Blake, Mrs. Etta Louise
Blanch, Mrs. DeLara
Boyer, Mrs. Chas. G.
Brace, Bobbie Lee
Brady, Florence
Bright, Alice
Brown, Mrs. Betty
Brown, Georgia
Brown, Gypsy
Bryant, Mrs. Haward
Bryant, Nellie
Buckhanan, Mrs. Babe
Bullock, Mrs. Clara
Burgess, Mrs. H.
Burleson, Madam
Burns, Boots
Burton, Mrs. Frank P.
Burton, Mrs. Mary P.
Butcher, Sara Lee
Cappo, Mrs. Marge
Carmern, Mona
Carroll, Elizabeth Stokes
Carroll, Mrs. Marion
Cessna, Melba
Chilas, Mrs. Sollie
Clifton, Mrs. W. L.
Closson, Elizabeth
Coleman, Jennie Virginia
Collins, LaVerne
Commett, Midge
Cook, Juanita
Cook, Mrs. Lue
Cooper, Mrs. Jack
Cornalla, Iula
Crane, Parica
Crane, Mrs. S. S.
Criswell, Trixie
Crondall, Mrs. Margaret
Crooks, Mrs. W.
Cudney, Mrs. Lillian
Curran, Mrs. Jack
Daniels, Mrs. Doris
Daniels, Mrs. Jeanette
Daniels, Mrs. Johnnie P.
Davis, Mrs. Caral
Davis, Mrs. Ella
Davis, Mrs. Graham
Dawson, Lillian
DeBelle, Jeannie
DeCauf, Mrs. Nora
DeDuke, Jean
DeRita, Mrs. Florenz
Dean, Agnes
DeBarrie, Hilda
DeLenz, Mrs. Floss
Delano, Ruth
Delno, Mrs. Etta
Dennis, Faye
Dew, Mrs. D. W.
Donhoe, Mrs. H. A.
Dorothy, Tattooed Lady
Dorsey, Mrs. Vera E.
DuBois, Jeattea
Dougherty, Muriel
Dumpling, Dolly
Dunn, Palma
Eastman, Madeline
Edwards, Betty
Edwards, Mrs. Dorothy
Elder, Mrs. Ted
Ellis, Josephine
Ellis, Mrs. Mabel
Ellsworth, Lydia
Epply, Midge
Evans, Mrs. Mollie
Ewal, Peggie
Eyler, Ruth
Farmer, Miss Billie
Faust, Mrs. F. L.
Field, Joey
Flannigan, Mrs. Mildred
Fletcher, Bessie
Floyd, Ruth
Frances, Kay, & The Orchestra
Frew, Katheren
Furman, Josephine
Garner, Elinor
Garner, Mrs. R. B.
Gensler, Mrs. Roy
Gibson, Tango
Gobin, Ruth
Goffas, Mrs. Geo.
Goldie, Mrs. Pearl
Gordon, Leone
Gosnell, Mrs. R.P.
Graviette, Emmeline
Greensburg, Mrs. Barabara
Grice, Helen
Guy, Mrs. Paul
Haas, Mrs. Arthur
Hackens, Mrs. Marjorie
Hale, Billie
Hall, Virginia
Hanson, Mrs. J. J.
Hanson, Mrs. Peggy
Harper, Blanch
Harris, Mrs. Roy
Hart, Bobby
Harvey, Boots
Hawskins, Myrtle
Hayden, Mrs. Cleo
Heath, Mrs. Juliet
Heatherly, Ruby Pearl
Helso, Virginia
Hendry, Mrs. F. A.
Herlin, Rose
Higgenbotten, Alice
Hillston, Pearl
Hiltbrunner, Victoria
Hoffman, Mrs. Arthur
Holt, Dorothea
Houghton, Alice
Huffard, Mrs. Kate
Hull, Mrs. Bert
Humphrey, Gladys
Humphreys, Miss Billye
Hunt, Mrs. Walter
Hyde, Mrs. Sarah E.
Illington, Clair
Jenkins, Mrs. Irene
Jenniers, Georgie
Jewell, Loretta
Jewell, Mrs. Muriel
Johnson, Mae
Jordon, Alice
Jordon, Mrs. Peggie
Julie, Madam
Kate, Jolly
Keith, Mrs. Willie
Kelley, Mrs. B. F.
Kelly, Mrs. Inez Drake
Kelly, Mrs. J. B.
Kennedy, Aimee
Kenworthy, Mrs. Marion
Kervin, Margie
Kester, Mrs. N. E.
Kiermaier, Josephine
Kirshner, Mrs. Bess
Klark, Gladys
Knowles, Alice
Koch, Mrs. Edw.
Kyle, Bee
LaBox, Mrs. Evelin
LaCosta, Alice
LaHart, Thelma
Ladd, Mrs. Norma
Lambert, Mrs. Jas. D.
Lamoureux, Eva
Lang, Mrs. Helen
Lawrence, Mrs. Shirley
Layne, Mary
Lee, Betty D.
Lee, Madame Ora
Leroux, Josephine
Levoyer, Mrs. Helen
Lewis, Mrs. Jackie
Liberty, Aldis
Limerick, Mrs. Carolyn
Lloyd, Julia
Lovell, Mrs. M.
Luken, Janet
Luken, Janice
Lydell, Sandra
McLain, Annabell
MacLane, Mae
McCallum, Florence
McCaul, Mrs. V.
McCoy, Mrs. Clara
McDaniel, Grace
McDonald, Peggy
McGee, Mrs. Edith
McGee, Mrs. Mary
McGoregor, Mrs. Lillie
McIntyre, Mrs. Fred
McKee, Mary
McKune, Mrs. Geo.
McNallie Sisters
McNeil, Viola
Mack, Mrs. Marquita
Madden, Alma
Maddix, Mrs. Ruth
Maddox, Mrs. Jim
Marr, Mrs. Ray
Marshall, Hazel
Martin, Clara
Martine, Mrs. Viola
Martinos, Leta
Masow, Judy
Mayne, Mrs. D. B.
Mellville, Thelma
Meverden, Mrs. Lloyd
Meyer, Mrs. Bob
Meyer, Mrs. Clint V.
Meyer, Rose
Michel, Leona I.
Miller, Mrs. Nancy
Miller, Mrs. Phil
Mitchell, Mrs. Lucile
Mitchell, Mrs. Geo.
Mitchell, Mrs. Katherine
Mix, Ann
Mix, Mildred
Morgan, Vera
Morris, Vera
Morse, Peggy
Moss, Dottie
Mrquies, Mrs. Majel
Murray, Ginger
Murrill, Mrs. Flow
Navarro, Mrs. Marion
Neal, Mrs. Anna
Neilson, Mrs. Lelia
Nelson, Mrs. America
Nelson, Mrs. Dud
Nelson, Mrs. Eula
Newlan, Mrs. Arthur
Norman, Kay
Nungesser, Erma Jean
Nusse, Mrs. Gert
Ololoms, Mrs. Mary
Osborne, Helen V.
Painter, Mrs. Annie
Parker, Boots
Parker, Kitty
Parker, Mrs. Raymond
Pelham, Una
Perkins, Mrs. James P.
Peters, Mrs. Pete
Phillips, Gean
Phillips, Marge
Pickard, Nettie
Porter, Grace
Porter, Mabel
Price, Mrs. Edna
Pratt, Mary
Prescott, Ann L.
Queen, Betty
Raber, Elsie
Ramon, Edythe
Ray, Joy
Reechee, Mitzie
Reed, Mrs. Annie Lee
Reed, Lucille
Reitz, Mrs. Ethel
Reno, Pauline
Reno, Mrs. Sylvia
Reynolds, Tommie
Richards, Margaret D.
Riley, Mrs. Alberta
Ritchie, Marie
Roach, Mrs. Elizabeth B.
Robison, Vera
Roland, Bonnie June
Rosch, Mrs. Elizabeth B.
Ross, Mrs. Billie
Ross, Sophia
Rossi, Mrs. Mary
Rountree, Mrs. Lola Ruth
Rowan, Hazel
Sanders, Mrs. Inita
Saunders, Mrs. R. M.
Scarlatalla, Mrs. Elsa
Scott, Mildred
Scott, Mrs. Mamie
Scott, Mrs. Myrtle
Scott, Mrs. B. M. (Babe)
Seeley, Minerva
Serwell, Madame
Seymour, Lucille
Shattuck, Miss Rae
Sheppard, Mrs. Lillian Murray
Sherman, Mrs. Elsa
Shinkle, Genieve
Shomer, Mrs. Edith Albert
Shoots, Mrs. Red
Shore, Mrs. Delaphine
Silvers, Mrs. Augustine
Simes, Mrs. J. W.
Sisty, Alice (Hinkle)
Smeins, Mrs. Rose
Smith, Ann
Smith, Mamie
Smith, Selina
Smythe, Georgine
Smuckler, Mrs. Marie
Stacey, Lida
Stanley, Dorothy
Stantliff, Sallie
Staunton, Mrs. Rose
Stevens, Mrs. Doris
Stewart, Mary
Stokes, Ray
Stowe, Mrs. Albert
Stowe, Mrs. Lean
Sullivan, Mrs. P. J.
Summers, Viola
Swindese, Mrs. George H.
Taylor, Evelyn
Taylor, Mrs. Peggy
Taylor, Phyllis
Terrill, Mrs. Jeanette
Teska, Mrs. Joe
Thompson, Mrs. Katheryn
Thorpe, Mrs. N. A.
Timmers, Mrs. S. P.
Timmons, Mrs. Jennie
Tuller, Mrs. Joseph
Usher, Mrs. Herb
Van Lidth, Mrs. Evelyn
Verville, Mrs. Irene
Vigilanti, Mrs. Dorothy
Villas, Alice
Vitch, Mrs. Chas.
Walker, Sally J.
Wallace, Mrs. Esther
Walsh, Mrs. (Palmist)
Ward, Mrs. George
Watkins, Mrs. Doris
Wdowitz, Dolly
Weiss, Mrs. L.
Wells, Loretta
West, Mrs. James Stuart
Westlake, Aileen
Whipple, Mrs. Lulia
Whitehead, Mrs. Max
Whyte, Roclyn
Wilken, Mrs. Grace
Willard, Helen
Willison, Mrs. Burly
Williams, Mrs. Al
Williams, Mabel
Williams, Mrs. Carl
Williams, Mrs. Alma
Wilson, Alma M.
Wilson, Bobbie Lee
Wilson, Mrs. Dorotha M.
Wilson, Edna Mae
Wilson, May Erwin
Wise, Mrs. David A.
Wolfe, Mrs. T. A.
Woods, Mamie
Wright, Helen
Yeager, Mrs. S. A.
Yvonne, Bubbles
Yurkovic, Ann

Gentlemen's List

Abbott, Claude L.
Adams, Frank
Adams, Frankie
Adams, Geo. J.
Alban, Jack
Alberts, Albert
Alberts, Joe
Alder, Clarence
Alexander, Maurice
Alexander, S. C.
Alfred, Jack
Alford, W.
Ali, Mohamed
Allen, Gene
Allesandro, Morio
Allen, Charles B.
Allen, Doc (R. C.)
Aldrich, Billie
Alpert, Morris
Alvis, Ray
Alvis, Ray C.
Alzeda, Dr. G. E.
Ambler, Walter
Ames, Ward, Orch.
Amok, Chief
Anderson, A. L.
Anderson, Arbool
Anderson, Art
Anderson, Jackie
Anderson, John
Anderson, Paul
Anderson, U. P.
Arbuckle, H. R.
Archie Frozen Custard Stand
Arley, Towes
Armann, Roy (Smoky Joe)
Armstrong, Milo K.
Arnold, Jerry
Arthur, Chas. A.
Arthur, Major
Arthur, Mickey
Asay, Russell A.
Asher, Charles
Austin, Albert A.
Ayers, H. B.
Babst, Eugene
Bailey, C. C.
Bait, Tiger
Baker, E. E.
Baker, Johnnie
Balfonte, Paul
Balow, Charles
Bangs, Jerry
Barclay, R. E.
Barfield, H. A.
Barnes, Charles E.
Barnes, E. Markley
Barnes, Roy
Barnes, Dr. W. B.
Barnett & Schutz
Barnhart, L.
Barr, Clyde Eugene W.
Barry, Jack
Barthel, Clarence
Bartlett, Geo. D.
Bartlett, R. C.
Barton, Howard W.
Barton, Ottis
Barton, Walter (Cotton)
Bashaar, Chas. W.
Baty, Joe
Bauer, Joe
Bayne, Jack
Bays, Dick
Baxter, Ross
Beach, Geo. (Half Pint)
Beaird, Elbert
Beam, Merwyn
Beaman, Roy (Pollock)
Beardsley, Frank
Bearing, Steve
Beasley, Jas. S.
Beasley, R. C.
Beatty, P. T.
Beaumont, Jack K.
Becket, Billie
Beggars, Larry
Behee, Clayton E.
Bejano, J. J.
Belew, Roy
Belmontie, Stanley
Bell, Jack C.
Bell, Miles
Bellis, R.
Bills, S. B.
Belmont, Cireno
Belmont, Harry J.
Bembow, William
Bemore, Bill
Ben Deb. Ali
Bene, Archer
Bennett, Bob
Benway, Happy
Berkourtz, Sam
Bernard, Billie
Bernett, Clarence
Beveridge, Glen
Bey, Ben
Biggers, Larry
Bills, J. C.
Bird, Wiki
Birmingham, James L.
Biscow, Isador
Bishop Tent Show
Bistany, Leo M.
Bizzell, B. F.
Blackstone, Joe
Blair, J. C.
Blakely, Benton H.
Blank, Henry
Block, Bert
Blondin Relimus Troupe
Blue, Merritt
Blue Streaks, The Three
Blumingame, V. W.
Boardman, Orlando W.
Bobbie, Accordionist
Bohenson, Ralph
Boman, Chas.
Boswell, Eddie
Boude, C. F.
Bowell, Walter
Bowin, Richie C.
Boyd, Bob
Boyes, Chick
Boyle, J. W. (Duke)
Bozwa, George
Bozza, T. M.
Braden, E. B.
Bradford, G. C.
Bradshaw, Tiny
Branson, Johnny
Brassell, Floyd
Breez, Harry
Brennan, Wallie
Bresnahan, Ernie
Bresnahan, T. J.
Bresnoham, Russell
Brett, Wm. J.
Brett, W. J.
Brewer, Don
Brewster, Harry E.
Brice, Albert
Bright, Lee
Britt, Tom
Britton, Ginger
Britton, Jack
Brockhoff, Wm. Carl
Brodie, W. N.
Brooks, G. C. (Pappy)
Brooks, Sam
Brooks, Thos. A
Brown, Al
Brown, Harry
Brown, J. R. (Browny)
Brown, Pluto
Brown, Wheeler
Bruce, Edgar B.
Bruno, Frank
Bruno, Louis
Bryan, Earl
Bryan, Jack
Bryant, M. H. (Tom)
Bryant, Paul
Bryant, W. L.
Buck, Buddy
Buckely, Eddie
Bufkin, Emmet
Bulen, Dexter A.
Buley, Paul
Bulgar, T. E.
Bunker, Harold
Burke, J. D. (Peg)
Burkwitt, Sam
Burnham, Joe
Burton Jr., Steve
Bush, Earnest
Byerly, James
Byers, C. W. & J. W.
Callahon, Ray
Calvin, Myron
Camp, Texal C.
Campbell, Carl C.
Campbell, Frank (Heavy)
Campbell, Monte
Canarcs, Victor
Caperton, K. C.
Carey, Harry
Carey, Wm. E.
Carey, Roy
Carleton, Bob
Carlies, Jack
Carnahan, Andrew H.
Carney, Jack
Carrigan, Johnnie
Carroll, Gerry
Carroll, Richard
Carson, Edwin H.
Carson, Stanley
Carter, Danny
Carter, Jimmie
Carver, A. Floyd
Carver, Arthur
Caton, Al
Cauble, J. B.
Cauble, R. I.
Chambers, Earl
Chambers, J. T.
Charest, Albert A.
Charles, C. H.
Chidester, Wm. J.
Chonos, James
Christ, Peter A.
Christian, Charlie Lynchburg
Church, Luther C.
Ciaburri, John P.
Clark, Edgar F.
Clark, James
Clark, T. D.
Clarkson, Dick
Claude, Leo
Claussen, Theo M.
Clayton, Eugene
Cleaning Compound Co.
Clemens (Side Show Mgr.)
Click, V. C.
Clifton, Harry (Slipfoot)
Clifton, Wm. Lloyd
Clver, Fred
Coddins, Capt. Jack
Cockrell, Jesse
Cody, Harry M.
Cohee, Rex G.
Cohen, Milton
Cohen, Robert
Cole, Frank
Collins, Doc
Collins, Jack
Collins, John L.
Collins Minstrel
Colton, Tex
Compton, F. A.
Condor, Mike
Conelos, James
Connors, Jack
Converse, Art
Conway, W. Stacey
Cook, Dee & Sarah, Show
Cooper, C. H.
Cooper, Charles
Cooper, Felix
Cooper, Joe
Cooper, Leroy
Cooper, Robert B.
Copeland, Maurice
Copeland, N. H.
Copperstone, Luckey Tom
Corbett, Jack
Corbitt, William
Coriell, Everett
Cork, Bobby
Corners, E. R.
Costa, Bob
Counter, Wm.
Cowan, Bud
Cowen, John E.
Cowers, Harold
Cox, Babe
Cramer, C. A.
Crane, Al
Crane, Sidney S.
Crawford, Art
Crawford, Richard
Creason, L. A.
Creason, Lee
Cronin China Co.
Cronn, Cindney
Cuella, Tony
Culver, Musical
Curran, Jack
Current, J. R.
Curtis, Wm. Earl
Dailey, Jimmy
Dale, A. L.
Dale, Dr. J. H.
Daly, F. W.
Daniel, Grover Tex
Daniels, Johnnie P.
Darling, Robert
Darlington, Cyrus
Darwin the Magician
Davenport, R. Lee
Davenport, Paul
Davidson, Hank
Davidson, Jas. E.
Davidson, Morris
Davis, Bimbo
Davis, George
Davis, Henry
Davis, P. H.
Davis, Johnnie (Cowboy)
Davis, Wilbur Lem
Davidson, B. H.
Dawkins, Speedy Geo.
Dawson, Dr. A. L.
Dawson, Kenneth
DeClerc, Al
DeForrest, Jimmie
DeRae, Donnie
DeRosia, R. L.
DeVere, Geo.
DeVere, Melvin
Dean, Jerry
Delaney, Jack
Delanie, Pat
Dell, M. E.
Delp, J. E.
Demerist, Freddie
Demorest, Bob
Demski, Irving
Dent, Bob
Denny, Harry
Derwells, Flying
Deucher, Edw. N.
Devean, Danny
Devine, Scotty
DeVoe, Charlie
Devon, Charles
Dew, D. W.
Dick, Billy
Dicks, Gus
Diggins, R. E.
Dinnie, Harry
Dockstader, Gene
Dodd, Capt. W. H.
Doggett, Art
Donaldson, Robert F.
Donlson, Robert Dink
Dontella Bros. & Carmen
DooLittle, Mayor
Dorrien, Walter F.
Dose, Kurt
Dowell, Edgar Scar
Dotty, J. R.
Downs, Matt
Dowson, Skinnie
DuBerrie, W.
DuPree, Elmer (Sparkplug)
Duane, Jack
Duffy, George
Duke, D. D.
Duke, Richard
Dunbar, Chas.
Dunlap, Dr. TedE.
Dunn, John
DuPree, Elmer
Dupile, J. A.
Durham, Chas.
Durnberger, Al
Earl, Clyde
Earls, M. S.
Earnest, Doc L. R.
Earnhart, E. E.
Easter, Henry
Eddie, Texas
Eddington, Cecil
Eddy, Samuel
Edward, Blake
Edwards, Chas. W.
Edwards, Robert
Eiler, R. E.
Eiving, Ray
Elder, Ted
Electrae, Jazzbo
Ellett, Doc
Elliott, Harry
Ellis, Buster
Ellis, R. C.
Ellis, Tom
Emanuel, Slatz
Epperson, Royle (Epp)
Esco, James
Etchison, L. L.
Evans, Earl
Evans, Wando
Everett, Chas. P.
Everette, Jake
Fahey, Frank
Faraway, W. J.
Farrow, E. E.
Fartenor, Larry
Farror, Wm.
Faust, Ike
Ferguson, Danny
Feinberg, Sam
Fibs, Ronnie
Fiesta of 1935 Co.
Fine, Al
Fink, Howard
Finn, Ira Lester
Finney, Jack
Fischer, Dr. Chas.
Fitch, Don
Fitch, Golden
Fitch, Harry H.
Flannagan, Mickey
Fleer, H. H.
Fletcher, Frank (Red)
Flynn, J. Francis
Flynn, Pat
Flynn, Robert
Ford & Glen
Forrester, Charlie
Forrest, Lewis (Popeye)
Forsythe, Ralph
Foster, Vic
Foy, Bob
Fox, Fred (Goldie)
Foye, John E.
Franklin, Doc E. J.
Franklin, Don
Frantz, Jerry
Fredericks, Freddie
Fredette, Arthur
Freedman, J. (Cookie)
Freesland, J. G.
French, Doc
Fulbright, Henry
Fuller, Lew
Gaffney, Wm. H.
Gage, Robt. H.
Gatewood, Cliff
Garfield, Doc
Garner, R. B. (Brownie)
Garrett, Alex R.
Gatchell's Educated Dogs
Gaunt, Rex
Geisler, Henry
George, Steve
George, Williams
Gerad, Charles
Gerig, Theo.
Giaquinto, Frank
Gibbons, Guy
Gifford, Asa Blake
Gilbert, Billy & Loraine
Gilbert, Harry
Gilbert, T. J.
Giles, Vern
Gill, Charles E.
Girard, Chas. E.
Gleason, Artie
Gleen, C. C.
Glickman, Sam
Goddard, Bob
Goff, Newell
Goldberg, Arthur
Golden Valley Show
Goodhue, Harry
Goodwin, Jack
Godwin, Bert C.
Gomis, Augie
Goo-Goo
Gordon, Era
Gorman, Geo. C.
Gosnell, Ray
Gough, O. W.
Grady, Kellie
Graham, Jack
Gray, B. C.
Gray, Bee Ho
Gray, Tracy
Green, Al
Green, Al K.
Greenwood, Harry
Gregory, L. B.
Gregory, Wm.
Grinn, Geo.
Grogan's Miniature Circus
Groves, Claude E. (Blackie)
Grugan, La. Point
Grunden, Howard
Gwinn, Calvin Cowboy
Haas, Frederich L.
Haas, J. Harvey
Hackenbery, Lewis
Hall, Earl
Hall, J. D.
Hall, James W.
Hall, Loun D.
Hall, Robert
Hamilton, Doc
Hamilton, Jack
Hamilton, Ollie
Hamilton, Wm. F.
Haner, Sam L.
Haningan, Jack
Hanlon, Tommy
Hanna, Cecil
Hanna, H. L.
Hanraid, M. J.
Hansell, Jewell
Hanson, Lewis
Hanwork, Chas. (Shorty)
Hao, Al
Hardman, Whity & Mabel
Harley, Angus
Harley, Jess L.
Harmon, Bill
Harper, Eddie L.
Harper, P. E.
Harper, S. F.
Harriman, Maison
Harrington, E. A.
Harrington Sr., J. F.
Harris, Fred
Harris, Ted
Harris, Whitey
Harry Players
Hart, Arthur
Harter, Ray
Hartig, Wm.
Hartigan, Pat
Hartsock, Walter
Harsock, Byron
Harvey, Al
Harvey, Boots
Harvey, Leon
Harvey, Will
Harwell, R. W.
Hatfield, Johnnie
Havins, Howell
Havins, Lowell
Hawkins, Whitie
Hayatake, Uki
Hayes, Wm. Curly
Hayes, Morgan
Hazlewood, Shelton
Head, Bernie
Heckendorn, Clarence
Hecks, R. L.
Hedrick, Elmer
Heinz, E. C.
Heith, Ross
Heitzman, George Victor
Heller, Harry
Henderson, Charlie
Henderson, J. C. (Whitey)
Henderson, Lewis
Henderson, Warren F.
Henry, Bill
Henry, Pete
Herbert, Ralph
Herman, Eddie
Herman, Jack
Herman, Mathew
Herman, Russell
Herrington, Bob
Hershey, Ray (Barney-Google)
Hibbard, H. B.
Hibler, A. B.
Hicks, J. R.
Hightower, Jimmie W.
Higsby, Arthur
Hildebrand, Elmer
Hildreth, Watson
Hill, Cad
Hill, Ed Lizzie
Hill, J. E.
Hines, Joplin
Hobart, Emery
Hodge, Robert F.
Hodges, Jimmy
Hoel, Frank
Hoffman, Lew
Holden, Buck
Holden, Doc
Holley, Wilbert W.
Hollingsworth, Dean
Holmes, Jack
Holt, Jerry
Hoskins, Troy
Hosmer, J. E.
Hotchkiss, Harry
Houck, Paul
Howard, Johnnie
Howell, Edgar
Howe Bros.' Side Show
Howe, Jack
Howell, Fred M.
Howell, R. M.
Hubbard, Cliff
Huber, Jack
Hughes, Eugene
Hughes, Bill
Hugo, Capt.
Hugo, Roy & Ricca
Humphreys, Jimmie
Hunt, Tom & Lola
Huntington Nickel Plate Show
Hunter, Wm. C.
Hunter, Harold
Hunter, Thad
Hurley, Oliver
Hutton, M. C.
Hyatt, Paul S.
Hyde, E. B. (Curly)
Hyland, Dick
Hyland, Jack Skates
Idom, Alfred
Ingalls, Earl
Ingram, J. Shelby
Ingram, Ted
Isen, Billie I.
Jackson, R.
Jacobi, Rudy
Jacobson, Sam
Jagger, Jimmie
James, Whitler
Jeffries, Jerry
Jennings, Ted
Jewett, Timothy
Johns, M.
Johnson, Glen (Pete)
Johnson, Magic
Johnson, Russell
Johnson, Sailor Swede
Jones, Blackie
Jones, Bobby
Jones, Pig
Joyner, Jimmie C.
Jump, Richard
Justic, Ralph
Kahntroff, Morris
Kehoe, Lawrence
Kakalia, John
Kamaka, Chas. K.
Kane, Robert F.
Katex, John
Kell Bros.' Circus
Kelly, F. L.
Kelly, Geo. Marquis
Kelly Jr., Jack
Kelly, Jack C. (Smiles)
Kelly, T. W. Bennett
Kelly, T. W.
Kemp, Albert
Kempf, I. A.
Kempton, Kermit
Kennedy, H. D.
Kennedy, Lewis Leon
Keppler, C. J.
Kilbourne, Mark L.
Kimbill, Lee
Kimmel, Bill
King, A. J.
King, Clarence
King, Eddie
King, Frank
King, Gerald F.
King, Harry
King, Joseph R.
Kingsmore, Tiny
Kinko, Prof.
Kinny, John J.
Kinser, Lou
Kirk, Eddie
Kirk, Lettie
Kirtland, Monkey
Kish, Al
Kittle, Raymond
Kling, Pete
Knight, Humatone Jim
Knight, Geo. Jack
Knoch, Conrad
Knovakoff, Geo.
Knox, Concessioner
Knowles, Jesse
Koch, Edw. H.
Kohn, Eddie
Kokos, Joe
Kolb, O. V.
Koran, L. E.
Kramer, Art
Kranz, Al
Kraft, Perry
Kratzer, R. C.
Krausz, Chas.
Kridello, Sid E.
Kuzler, Fred Palooka
LaBerta, Bob
LaBreque, Harry E.
LaFayette, Arthur
LaMont, Chas. R.
LaMont, Frank
LaMont, John
LaRose, Danny
LaRose, Jack
LaRouech, Dannie
LaRue, Jack
Laird, James
Lamb, L. B.
Lamb, Tony
Lambert, K. E.
Lambert, Wm. U.
Lamd, Bonnie
Lamont, Geo. A.
Lamore & Frances
Lamore, J.
Lamperi, D. J.
Lane, Malcolm J.
Langdon, Burt
Langford, Harry
Lanham, Wm.
Larkin, David
Latell, Dr. Harold E.
Latham, Billy
Lattin, Walter
Latto, Al
Lauther, Carl
Lawson, Happy
Layman, F.
Layne, Bert
Lazell, Elmer
Lazone, Elmer
Leaver, Robt.
LeMay, Eddie
LeVine, Joe
Leavitt, Larry
Lee, Dick
Lee, Francis M.
Lee, Glen, Orch.
Lee, Julian
Lee, Rusty
Leigh, Dennis
Leopold, Leopard Man
Leroy, J. F.
Lester the Great
Letterman, W. E.
Levine, Harry
Lewis, Bert
Lewis, Curley
Lewis, H. J. Red
Lewis, Harry V.
Lewis, Jay
Lewis, Ralph D.
Lewis, Tommie F.
Lewis, W. A.
Libsey, Edw.
Lippincott, M. B.
Little Beaver, George
Littlefield, Jack
Llewellyn, Beryl
Lock, Wm. Harvey
Locktee, Gus & Lovelia
Logan, Eddie L.
Logan, Sandy E.
Logan, Wm. C.
Lones, Leo
Longsdorf, Barnie
Loring, Tommy
Lorraine, Jos.
Losh, Al
Loter, Happy
Lottridge, Harry
Louis, Jimmie
Louis, W. H.
Louise, Louie
Lovell, T. C.
Lowe, Chas. R.
Loyd, Leonard
Lozaro, L. E.
Lumpkins, Bat
Luther, M. H.
Lyda, T. J.
Lyerlie, Ace
Lyman, George
Lynch, J. J.
Lyons, Tim
McAllister, Pat
McAtee, Ben
McCall, Duke
McCarthy, Charlie & Betty
McCarty, J. J.
McClane, Buddy
McClure, Mickey
McCoy, Chuck
McCoy, Smiling Dan
McCranie, Rueben
McCune, Tiger
McDonald, Duncan
McDonald, Edw. Frenchy
McDonald, Sampson
McDonald, Wanzo
McDowell, P. H.
McFarling, Willard
McFee, Carney
McGill, Al
McGill, Frank
McGill, Leo
McGlone, Mickey
McKee, Alvin
McIntyre, Fred
McIntyre, Keith
McKernan, Wm.
McLachlan, Alex
McLaughlin, Donald & Gene
McLaughlin, L. B.
McLendon, R. F.
McLeod, Jack
McNall, Luther V.
McNamara, Thos.
McPeak, Dan
McPherson, E. E.
McSpadden, John R.
Mace, Herbert
Macerial, Bob
Machel, Bob
Mack, Charlie
Mack, Johnnie
Mack, Tiger
Macurico, Jack
Madden, Jack
Maggard, Jack
Mahoney, J. L.
Malone, Spike
Mansell, J. L.
Marcellees, Bud
March, Walter
Marcum, C. E.
Marcus, Geo.
Marcus, Will
Maricle, R. A.
Markley, Dave
Marks, B. D.
Marks, Steve
Mars, Walter J.
Marshall, Doc R. T.
Martin, Billie & Buddie
Martin, Tom (Curley)
Mason, Dick
Mason, Dr. H. Ralph
Mason, Homer E.
Matthews, J. H.
Maximo, Mechanical Man
Maxwell, I. B.
May, Jackie
Mayer, George F.
Meade, Tommy
Mefford, Buddy
Mendelson, Louis

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Mengel, Jay
Menke, Harry
Mercer, Chas. W.
Meister, Frank P.
Merriel, Paul
Merril, Speedy
Messick, K. O. Tommy
Meverden, Lloyd
Meyer, Clint V.
Meyers, Ben F.
Meyers, Fred Happy
Miller, Mervin
Miller, Capt. M. A.
Miller, Chas. Joe
Miller, Esq., Frank
Miller, Frank
Miller, Fred M.
Miller, H. A.
Miller, Harry
Miller, Leo
Miller Traveling Magician
Miller, F. W.
Mimdo
Minsky Supreme Staring Show
Mitchell, Eli
Mitchell, Frank C.
Mitchell, G. L.
Mitchell, Geo. M.
Mitchell, Larry
Mitchell, Mike
Mitchell, Miller J.
Mitchell, Miller F.
Mitchell, Steve G.
Mitchell, Tennis
Mitchell, Tom
Mitchell, Tony J.
Mitchell, Wm. S.
Mix, Art
Mix, Frank
Moldenhauer, J. C.
Money, Whitie
Monte, Johnny
Montgomery, A. C.
Monts, Geo. B.
Moore, Ben E.
Moore, Blackie Diver
Moore, B. L.
Moore, C. P.
Moore, Dinty
Moore, Mack
Moore, Montie
Moore, Thomas
Moore, Tommie E.
Moore, Walter C.
Moosey, Harry
Morgan, Calvin
Morgan, Chas. Reid
Morgan, Frank L.
Morgan, Louis
Morris, H. C.
Morris, Jack
Morris, Joe D.
Morris, Milton
Morrison, Chas.
Morrison, Dave L.
Morse, Geo.
Mortenson, Mort
Motts, Fred
Mounts, Clark
Mr. Q
Mullins, Jack Hamby
Mummaw, Walter E.
Mund, Sunny
Mundi, Dr. Leon D.
Munsinger, E. L.
Murdock, Robt. K.
Murphy, D. J. Slim
Murphy, Frank F.
Murphy, J. L.
Murphy, Mike
Murray, Arthur
Murray, Chas. Whitey
Murray, James
Murrey, Jess
Naboone, R. J.
Nash, Johnnie
Nation, Al
Neal, Roy
Nehaus, Geo.
Neilson, Douglas
Neipert, Clarence
Nelson, Adenoids
Nelson, Barney
Nelson, Bert (Rough House)
Nelson, Douglas
Nelson, Whitey
Nepo, Geo.
Neto, Natale
Newby, Don
Newton, Billy S.
Nichols Products Co.
Nolan, Larry
Noll, Robt.
Nolte, I. E.
Norris, Lee
Northrup, Jesse
Norton, L.
Norvell, Wm.
Nugent, Sol
O'Brien, Happy Jack
O'Connell, J. M.
O'Curran, Happy
O'Dare, Lerry
O'Hara, Husk
O'Leary, Rae
O'Neal, Phil
Oberman, Harry
Odum, Homer
Ogden, Ray W.
Ohman, Theo
Olenick, John
Oliver (Picture Man)
Oloff, Benj.
Ormsby, Bill
Orner, Perry
Osborne, James L.
Oshwa, Prince
Ott, Fred
Ott, Jerry B.
Ott & Ott & Family
Owens, Dick
Owens, George W.
Pablo Sr., Juan Jr.
Paddock, Buddy
Padgett, R. H.
Pappas, T. M.
Parent, Arthur
Parish, Ralph
Parker, Dick
Parkins, C. A.
Parks, Glen
Parr, Victor
Pates, Carl
Patrick, Wayman
Patton, Cliff
Patton, Glenn
Payne, Jimmie
Pearce, Harrison Morton
Pearson, Oscar
Peck, Kenneth L.
Peke, Blackey
Perkins, Keith
Perrin, Sid
Perry, Ernest
Perry, Jack
Perry, J. L.
Perry, Lincoln
Perry, Wm. E.
Perryman, J. H.
Peters, Pete
Peterson, Dick
Petocher, Andrew
Phillips, Edgar
Phillip, Phil Harold
Pickard, Wm. J.
Pickering, Dan
Pietro, Anthony
Pikey, Homer
Pine, Andy
Pinkston, J. W.
Pitt, W. J.
Plegge, Willard
Porel, Jake
Porter, John L.
Porter, La.
Poupin, E. Louis
Powell, Art
Powell, J. D.
Powell, Wilton
Powers, Rex
Prather, Henry H.
Pratt, Paul B.
Premont, Ted
Pridgen, Jimmy
Proctor, James R.
Progressive Teachers' Service
Pullman, Pete
Purl, Billy
Purvis, Cecil
Quarato, Dominick
Rader, Chas. E.
Ragland, L. E.
Ramon, Chic
Rapport, C.
Rasmussen, Andy
Rawlinson, Chas.
Ray, Buster
Ray, Don
Raymer, Walter J.
Reading, Arthur
Reano, Prof.
Recklaws, Reckless
Redding, G. F.
Redman, J. Silvers
Redmand, C. B.
Reed, Chick L.
Reed, Fred
Reed, Lylop
Reed, Minor
Reed, Thos. M.
Reeves, Al
Reeves, Charlie
Reid, Ed C.
Reid, Jesse R.
Reno, Edw. A.
Reno, Paul
Replogle, Carl
Reynolds, Ellery
Reynolds, E. S.
Reynolds, J. G.
Reynolds, Tom J.
Rice, Cecil C.
Rice, Dan
Rich, Jimmy
Richman, Rodeo Ray
Ricthie, Billy
Riechbach, Ben
Rinehart, Jack
Rish, John
Rising, Thad A.
Rittley, Harry
Ritz, R. V.
Robbins, Blackie Bingo
Roberts Bros.' Show
Roberts, Curley
Roberts, J. C.
Robinson, Roy
Roby, Schrimshire
Rockwell, Royal
Rodgers, Bill
Roeder, Henry
Roger, Albert
Rogers, Bill
Rogers, Cotton
Rogers, Eddie
Rogers, Tom Chas.
Roland, N. P.
Romig, Carl
Rooney, Jimmy
Rosche, Frank Robert
Rose, Harry & Sally
Rose, Lewis
Rosen, Billie
Rosenbach, Harry
Rosenbach, Wm.
Rosenberg, Geo.
Rosewall, Abe
Ross, Al
Ross, Jack
Ross, Phil
Ross, Tony F.
Ross, Wm.
Rossa, Jos.
Rough House Johnnie
Round Tree & Shorty
Rowell, Alonzo Glenn
Royer, Archie
Rowan, Doc W. H.
Rucker, E. H.
Ruffing, B. H.
Rusher, A. D.
Russell, Bert
Russell, Geo. L.
Russell, Hall
Russell, James H.
Russell, Slim
Rustton, Jas. R.
Ryan, Patric J.
Sallust, Wallie
Samson, Frank
Samson, Guy
Sanderson, C. L.
Sangor, Harry
Santini
Sartell, Oscar
Scanlon, Doc
Scartatella, Tony
Scatterday, R. O.
Schaefer, Lee
Schaffer, Herman
Schaffner, Neil E.
Scharding, J.
Schelhe, Louis
Schluchter, H. G.
Schneman, Lester
Schneider, Vic
Schofield, Jos.
Schreckengost, Arden
Schwartz, H.
Scott, B. M.
Scott, Geo. W.
Scott, Richard
Scott, Walter Red
Screbneff, Wm.
Scribnoff, Wm.
Sears, Howard
Sederquist, Harvey D.
See, Bunny
Sells, Virgil
Sewell, Curley
Seymour, Tommy
Seymour, W. O.
Shafer, C. Jack
Shapiro, Dave
Shannon, Dick
Shark, Geo.
Sharkey, Geo. E.
Sharkey, Ted
Sharp, Geo.
Sharpe, Maxie
Sharrock, Lowell
Sheares, Freddie
Sheck, Gene
Shelton, Toby
Sherwood, D. D.
Shields, P. A.
Shmidt, Louis H.
Shunatona, Chief
Shufro, Nate
Shuttie, Ferris Wheel
Siegrist, Billy
Siegrist, Chas.
Siladi, John
Silvers, J. H.
Silvers, Jack
Simpson, E. R.
Simpson, Sam
Singleton, Harry D.
Sinnott, Earl
Siscoe, R. H.
Sizemore, Asa
Sleight, Robt.
Slerting, Doc B.
Slossor, Shots
Small, Ben
Small, Leo
Smiley, James
Smith, Bill, Pitchman
Smith, Fletcher
Smith, Floyd
Smith, Harry K.
Smith, Herbert R.
Smith, Jess W.
Smith, Joe
Smith, J. Lacy
Smith, Lloyd T.
Smith, Mark
Smith, O. M.
Smith, Ray
Smith, Rollin
Smith, Texas Jack
Smith, T. J.
Smitty, J. D.
Smith, Steve
Smith, W. L.
Snooks, Kid
Snow, Roy
Snyder, Dutch
Snyder, Leon
Snyder, Merle C.
Spain, Kay
Spangler, Dr.
Spangler, Elmer L.
Sparks, J. F.
Spartan, Chas. E.
Spear, W. A.
Speilman, Dave
Sperlock, Red
Sperry Players
Spitalny, Phil
Sprague, Paul
St. Johns, Art
Stanley, Clipper
Stanley, Mark
Stanley, Goldblock
Stanley, Paul
Steel, Bob
Stegeman, Roger
Steinberg, Abraham
Stephens, G. W.
Stevens, Al & Octa
Stevens, G. W.
Stevenson, J. D.
Stevens, W. C.
Stewart, Lei Aloha
Stiy, Jos.
Stockdale, A. E.
Stone, Hal
Stone, Jimmy S.
Stone, John H.
Stork, David
Street, Wm.
Strong, Ervin
Strubel, Frank
Sullivan, Sandy
Sullivan, Texas Jack
Sullivan, Wm. Tex
Summers, V. S.
Swain, W. I.
Swan, Doc
Swan, Jack
Swan, Tex
Swisher, Clifford
Swore, Cliff
Tait, D. W.
Tardy, Tony
Tate, Gilmore
Taylor, Don
Taylor, R. Ferris
Taylor, Wm. B.
Teer, Jimmie
Teeter, Lucky
Templeton, Patrick G.
Terrell, Billie
Tervay, Eugene
Thomas, H. O.
Thompson, Pete
Thompson, Ross
Tinney, Harry
Tisdale, H.
Todd, Jas. Buster
Tolmack, Benny
Tompkins, Tommy
Townsend, Cal
Towe, Paul
Traugott, Dave
Traver Carnival Co.
Tronson, Rube
Tubbs, Ed
Tullis, Wm. A.
Turner, Garrison
Turner, Lynn H.
Tweedy, Chas.
Twist, Egan
Tye, Louis
Tyree, Earl
Tyree, Jay
Urban, Joe
Usher, Herb
Van Allen, E. W.
Van Dyke, Robt.
Van, Jack G.
Varnell, Chick
Vermont, Slim
Vernon, Wally
Villeponteaux, Harry
Vohal, George
Vokal, Geo.
Voltaggio, Morris
Vondey, Fred
Waddell, Tony
Wagoner, M. E.
Walker, James Tim
Walleine, Al
Waller, Thos.
Walls, C. W.
Wally, Edw. S.
Walters, Robt.
Walters, Sidney
Walz, Doc
Ward, Del
Ward, Dick
Ward, T. F.
Warner, Alverdo, Show
Washington, Noah
Watkins, Ira
Watkin, Pierre
Watson, P. W. Red
Wax-Ize Products Co.
Webb, Joe B.
Webb, Taft
Weber, Harry S.
Weiss, Carl
Weldon, Prof. A. A.
Wells, James F.
Welsh, Slim
Wesselman, L. B.
West, Al (Clown)
West, Tony
West, Vernon
Western, Bill or Gill
Westman, Ray
Weston, Glen
Wetter, Victor
Wetzel, Baldy
Wheary, Harry
Wheaton, Charley
Wheeler, Ned
Whiley, Oscar
White, Andy T.
White, Carl
White, Clyde J.
White, Earl S.
White, Harry B.
White, Ray
White, William
Whiteman, Wm.
Whitford, C. Pete
Whitmore, Geo.
Whitney, Gordon
Wilkie, Paul
Wilkins, Grover C.
Willander, John
Williams, E. E.
Williams, H. C.
Williams, Jack
Williams, Jim
Williams, John Clarence
Williams, Les C.
Williams, Rusty
Williams, Sunnie
Williams & Williams
Willie-West & McGinty
Willis, R. L.
Wilson, Bob W. Coils
Wilson, Blackie
Wilson, C. E.
Willson, Clyde
Wilson, Earl
Wilson, James
Wilson, Robt. W.
Wilson, Ted C.
Wilson, Windy Frank
Wilton, G.
Winchell, F. E.
Winkie, W. F.
Winstead, E. S.
Winters, John
Winters, the Juggler
Winters, T. J.
Wise, Ralph
Wise, Whitie
Wolfe, T. A.
Wolffe, A. L.
Wollard, Bennie
Wood, Edgar R.
Wood, Frank Maurice
Wood, R. F.
Woods, Dare-Devil Johnnie
Woods, Dr. Harold
Wood, Ray (Clown)
Woods, Punk
Woodard, R. W.
Wonder, Tom & Betty
Woodall, Billie
Woodburn, Thos.
Wordley & Peters
Worl, Texas Red
Worslay, I. A.
Wright, Chas.
Wright, George
Wright, Jack
Wyatt, Carl & Louise
Wyatt, Walter
Yogi, Rajah
Yonko, Leo
York, Capt.
Young, Billy Toby
Young, Edw. L.
Young, Fred H.
Young, George
Young, Harry
Young, Roscoe
Zangar
Zaylor, W. T.
Zenoz, L.
Zogi, Prince

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway.

Ladies' List

Ashman, Lillian
Belin, Edith
Bernard, Kay
Boland, Ann
Brenna, Mrs. K. E.
Brenna, Virginia
Burns, Mrs. F.
Carroll, Della K.
Clark, Mrs. Jim
Collins, Mrs. Jas.
Cook, Mrs. E. M.
Couture, Marion
Cox, Katherine
D'Alu, Nina
Davis, Florence
Davis, Rose
Dolliver, Agnes
Doria, Betty Lee
Drake, Sandra
Everett, Mrs. Wm.
Guice, Flora
Hartley, Mrs. Arthur
Heydolph, Erika
Hubbard, Mrs. G. M.
Huber, Elsie
Kennedy, May
La Blanche, Mrs. P.
La Rue, Ninette
Lee, Patsy M.
Leonard, Bertha
Leslie, Marion Teddy
Lind, Paula
Lines, Beulah
Lucano, Louise
Lynn, Eleanor
Madden, Alma
Maguire, Bunny Venus
Marquette, Bobby
Martin, Alice
Mason, Martha
McCabe, M.
Miller, Beth
Mimosa, Carmencita
Mohler, Delsie & Norma
Murphy, Peggy
Nelson, Helen
O'Meara, Mrs. Jack
Owen, Mardell
Payne, Violet
Pringle, Violet
Reddick, Madam Ray
Reno, Dolores
Riley, Mrs. Ben
Schmidt, Rose
Searles, Florence
Selletti, Madeline
Sisty, Alice
Smith, Agnes Higgonbothen
Stevenson, Mrs. Ed
Stewart, Anna
Vauclin, Juliette
Ventry, Alice
Viola, Lady
Wass, Mrs. M. A.
Waterman, Emily
Waters, Betty
Weiner, June
Wells, Billie
White, Bunny
White, Helen
Wilson, Mrs. Carl

Gentlemen's List

Alpert, Prince Paul
Ashman, Eddie
Barker, Gerald
Baron, Eddie
Barton, Howard W.
Beck, Marty
Bergman, Emil
Bills, Joe
Boyd, Joe
Bragnon, John
Brown, Leslie
Bruce, Donald
Burton, Charles
Byrd, Steve
Campbells, Casting
Canoe, Frank
Casper, Joe
Cavanaugh, Eddie
Clifford, Jack
Cochran, W. T.
Comstock, Vernon
Connors, Dan
Copeland, Wm.
Corey, Tex
Cranwill, Lawrence T.
Cronin, Cash
Daley, Everett Bill
Davis, C.
Deters, Harry
Dillon, Thos. P.
Endor, Chick
Everhart, Robert
Fink's Comedy Circus
Franklyn, Wilbur
French, Arthur H.
Friedman, Morris
Gallagher, Thos. Monroe
Galvin, Joseph
Gamble, Albert
Gardner, G. Norman
Greene, George
Haley, Charles H.
Hall, Harry
Hanley, Hobart
Harem, David
Hayes, Anato
Hector, Albert J.
Herman, Fred (Blue)
Hicks, Robert W.
Hornfeld, Bill
Isbel, E. R.
Kandel, Jack
Kelly, Andy
Kish, James
Klein's Midway Attractions
Knight, Herb. M.
Koran, L. C.
La Mont, Jack J.
La Roche, Lawrence
Lagasse Am. Co.
Landswood, Frank
Langevin, Alfred
Lawson, Yank
Layman, Forest (Armless)
Leafer, Allan
Lewis, Murray
Lorraine, Fred
Lucille, Lu
Major, Harold
Master Shuffler Co.
McArdle, Vernard
McCree Jr., Reno
McDonnell, Geo.
McGarrigle, J. A.
Mecklis, Al
Milakis, Constant G.
Miller, Frank W.
Modie & Le Mieux
Moran, J. J.
Morris, Chas. Etta (Glassblower)
Mott, Fred
Munn, Dave
Naz, James
Nicolas, John (Gypsy)
O'Brien, Pat
Padden, George
Passennack, Joseph (Dir.)
Payne, T. R.
Perkins, Bill
Peshong, William
Petley, Arthur
Pyne, Dan
Quinlan, Ralph
Re Don, E.
Richards, Leo (Ritchy)
Ritchie, Blackie
Roberts, M. W.
Rodgers (Ike & Mike)
Ryan, John
Sang, E. Don
Sarno, Frank
Shafer Jr., Calvin
Shaffers, W. (Frontman)
Shephard, N.
Shriver, Eugene
Sloan, Joe
Schnell, Carlyle E.
Shufro, Nate
Sprague, Paul
Sprinkle, Clarence
Stager, R. B.
Stanley Twins
Szita & Anis
Thompson, Edw.
Van Pool, Marshall
Vernon, Edgar
Wagner, Charlie
Wagner, Sam
Wall, Doc S.
Watts, Geo.
Weiss, Lawrence
Wharton, Marvin G.
Whitney, Gordon
Wilson, Marriott
Wirth, Mike
Wright, C. E.

MAIL ON HAND AT

CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.

Parcel Post

Kelly, Mrs. W. J., 14c

Ladies' List

Astrella, Mrs.
Avery, Gertrude
Bayer, Buella
Beck, Neil
Bennington, Babe Emily Germaine
Bordeaux, Miss Mitzie
Brashear, Mrs. Eula
Burt, Estelle
Clark, Sylvia
Collins, Mrs. Ruth
Dayton, Madalyn
Dixon, Jean
Duncan Sisters
Fraser, Mrs. J. B.
Freitas, Mrs. Gertrude L.
Gutkin, Miss S.
Hart, Ervil
Hughes, Mrs. V. L.
Hutt, Myrtle
Kelly, Mrs. W. J.
Krandall, Betty
Lee, Mrs. Cecil
Leland, Tony
LeMaire, Mrs. Francis
Lewis, Betty
Lucano, Louise
McCarty, Mrs. Billie
Maidie, Miss
Nourse, Mrs.
Patrick, Miss Vance
Pennington, Ann
Ritter, Mildred
Rollet & Dorethea
Rowan, Miss Mercie
Sherman, Betty J.
Sherman, Betty J.
Sinclair, Peggy
Szita & Anis
Teeter, Jacqueline
Tuttle, Florence
Zindra, Rose

Gentlemen's List

Alyn, Kirk
Anderson, M.
Ashters, Harry
Ashton, Harry
Bailey, F. R.
Beckers, Frederick J.
Bentely, George
Bernier, Chas.
Biggs, Harry (Peg Leg)
Blow, Chick
Brown, Jack C. W.
Brown, Vernon
Bryant, Paul
Cohen, Harold
Carroll, Don
Carter, Dannie
Cripps, Charles
Davis, Ed
Davis, Harry Bee
Davis, Jack
De Ambrossio, Nichols
Demnati, Haddo
Dornfield, W. C. "Dorny"
Drifty, Kid
Drill, Charlie
Dyer, John S.
Eagle, Nat T.
Edenfield Jr., Danny
Evans, Bill
Edwards, Earl
Epstein, Maurice
Farrell, Lawrence
Fitzgibbons, Fred
Frank, J. J.
Franks, Mr. & Mrs. Frank
Fraser, Jim
Freitas, Al
Gerard, Jay
Gilmore, J.
Glaser, Marcus
Goebel, Arthur V.
Goldstein, Morris
Gorner, Horse R.
Gould, Joseph
Grayson, Eddie
Greenwood, Capt. Harry
Hammack, Tim
Harmer, Jack
Harrison, Russell W.
Haverly, Mr. & Mrs. Ned
Healea, A. T.
Hannan, John
Homoki, Joseph
Hope, Jack
Jaudon, R. Z.
Jewell, Frank H.
Kadir, Hamed
Kalama, Thos. S.
Kerr, Bob
Kilrain, Chickie
Lake, Jack
Lee, L. L.
Leslie, Ken
Mason's Black Crows
Melvin, Ed
McKenzie, Duncan Roderick
Mercedes (Joe)
Meyers, Tim
Milton, Dave
Mitchell, Bob
Molloy, E. T.
Mondhi, Prince Aga
Morales, Pedro
Mortenson, Mort
"Nadeane"
Nickles, George H.
Noble, Ralph
Noon, J. Gilbert
Ogle, Douglas
Pak, Gene
Pape, Billy
Pearson, Mr. & Mrs. Jack
Pelke, Chester
Philips, Edgar
Powell, Halton
Pringle, Prescott
Richards, Jimmie (Itsky)
Ritchie, Carl, & Adrian Sisters
Robertson, A.
Roberts, Raymond
Robinson, Henrietta V. or C.
Rollet, Frank
Rosen, Mike
Sangor, Harry
Shufro, Nate
Siadell, Shorty
Smith, R. W. (Fat)
Squires, Charles
St. Czr, C. C. or Charley
Stevens, Geo. Mechano
Stoddard Amusement Enterprises
Swan, Bert
Talbot, Eddie
Talley, Isaac E.
Tackman, Arthur
Taylor, Rex
Ton-E-Ka Medicine Show
Toone, Prof. Leon
Travis, James E.
Tucker, E. H.
Vaughn, Harry
Vosburgh, K. A.
Whalen, George
Whitney, Gordon W.
Williamson, Geo. H.
Willis, Billy
Yoshidas
Ziller, Mr.

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.,
Eighth and Olive Sts.

Ladies' List

Adams, Bonita
Ballard, Mrs. Lupe
Bennett, Marie
Broadbent, Betty
Brown, Mrs. Mary
Carter, Frances
Cole, Mrs. Edw. R.
Daniels, Mrs. Doris
Day, Doris
Deck, Madge
DeLaWezzelez, Marguerita
Duncan, Essie Fay
Eaton, Mrs. Edw.
Frank, Miss Jerry (Tony)
Fulkerson, Mrs. Rube
Glasscock, May
Lane, Elta E.
Layne, Mary
Liberty, Lenis
Lynn, Doris
Mason, Mrs. Dora Lea
Morgan, Minnie
Mullin, Mrs. John
Myers, Della (Cowboy)
Myers, Eloise
Nolte, Mrs. Martha
Rooney, Minnie H. & Chas.
Snellenberger, Carlyn
Snyder, Mrs. J. P.
Stewart, Mrs. Ray
Wilson, Mrs. F. N.
Wilson, Mrs. Walter W.

Gentlemen's List

Bartlett, Neil
Baysinger, Al
Beaird, Elbert
Borin, Richie C.
Bresnahan, R. J.
Bresnahan, T. J.
Brown, George
Buschett, Claude
Chapman, Eugene
Clark, Edgar Franklin
Conners, Eddy
Coon, Bob
Crawford, Art C.
Culver, W. C.
Crone, E.
Daniels, Oss
Day, Doc
Debarrie, W. E.
Dogget, W. A.
Doyle, J. H.
Duncan, Doc
Edwards, Doc
Evans, Dick
Farris, Hank & Anne
Gere, H. S.
Gillies, Robt. L.
Gillpin, Art
Green, Al
Halstrom, Dave
Hayes, H. Q.
Hendrickson, Everett E. (Tex)
Hewitt, Joseph A.
Hughes, Johnny & Mina
Hun, Ed
Hunt, Harry (Kid)
Ingleston, Bob
Johnson, Geo.
Johnson, Johnnie
Johnston, Everett
King, G. W.
Kriswell, Roy
McKinley, Joe
Karr, Olon J.
Kerns, Jerry
Lasley, Ted
Lee, Tommy
Mase, Link
McDonald, Slim H.
McKinley, Joe
McKnight, Donald
McPeak, Robt. E.
Moore, Jack (Popeye)
Moss, Paul
Murphy, Neil
Murray, Joe
Newman, Harry
Nichols, W. S.
Phillion, Ed
Phillion, Jim
Quilian, Robert
Rogers, Jack
Roma, Rajah
Roth, John
Saunders, P. B.
Sculley, Tom
Seduquist, Harvey D.
Stephenson, Cecil
Thibaut, B. E.
Tyree, Earl
Vincent, Richard
Warner, Bob
Whitney, Gordon
Wilson, J. D.
Wilson, Robert (Blackie)
Wilson, Windy

MAIL ON HAND AT

DALLAS OFFICE

401 Southland Life Bldg.
1416 Commerce St.,

Ladies' List

Adams, Mrs. Lou Ella
Brooks, Mrs. Milisee
Burleson, Madam
Cassady, Mrs. Ida
Duffy, Fern
Eaton, Mrs. Edw.
Ellison, Jeanne
Fisher, Mrs. G. F.
Gotrell, Mrs. Mary
Green, Eula May
Gilbert, Mrs. Reba A.
Harmon, Mrs. Ada
Hooper, Mrs. Juanita
Jepson, Judy
Kelley, Mrs. Edith
Kennedy Sisters Tent Show
McKee, Mrs. Mary
Muir, Mrs. Mabel
Stanley, Lela
Satterfield, Mrs. Irene
Stewart, Mary
Templeton, Mrs. Lottie
White, Mrs. Viola
Yurkovic, Ann
Wynnegar, Mrs. Pat

Gentlemen's List

Anderson, Whitey
Balderston, Geo.
Bayes, Dick
Boyter, Ralph M.
Burns, Bobbie
Burroughs, John R.
Campbell, George
Carter, Fred
Clark, C. K.
Clayton, Clarence
Cole, Clarence
Collins, W. R.
Conway, John Red
Crownover, Ray
D'Orio, Eldon
Dennis, Buddy
DeWitt, J. E.
Dortery, Robert
Eller, E. J.
Farrar, Bill
Foss, Jack
Gatrell, Red
Glover, George
Gorden, Daron
Goree, Cecil
Gorman, Danny
Greenwood, Capt. Harry
Groves, Tex
Haley, George
Henry, Pinhead
Hicks, Hampton
Hobison, C. C. (Shorty)
Hurst, Bob, Shows
Johnson, H. L.
Johnson, Leland
Kinnison, Jim
Kirkman, O.
Kuhn, Fred
Lacoma, Chris
Lambert, Joe
Langly, Mack
Leavitt, Larry
Lenegar, P.
LeRoy, Edw.
Lewis, Ike
Lopez, Manuel
Lucas, U. S.
Lynn, W. E. Bud
McCarty, Freddie
McDonald, Edw. (Frenchy)
McNally, Harry
Mahoney, J. J.
Martin, Peter
Meeks, Eddie
Moore, C. P.
Morris, Wallace
Nash, John
Nelson, M. J.
Northup, Jess
Osborne, Walker
Parker, Chas. M.
Portwood, Jack
Powell, Maj. Ted
Propper, Stanley
Rehn, George
Reissman, Leon
Rife, Ed
Rogers, Roy
Scott, Harold G.
Sherman, John
Slater, C. E.
Spencer, C. C.
Spring, Eddy
Stocker, David A.
Stone, Henri
Texas Kidd
Thomas, Curly Fred
Thomas, W. E.
Thornton, James
Umpleby, Chet
Waddell, Red
Wagner, Ralph
Ward, Dick
Westmoreland, Melvin
Wheeler & Revere
Wilkins, Bob
Williams, Frank
Williams, Maple

ATLANTIC CITY——

(Continued from page 60)

Ice hockey in Auditorium had several thousand extra seats thrown open tonight.

Announcement of new national exhibits to locate here was highlight of the week. . . . Ford Motor Company takes over 20,000 square feet on Steel Pier. . . . Dupont Company moves into enlarged and ultra-modern headquarters in Haddon Hall Building, facing 'Walk. . . . A model of the Queen Mary will be a feature of that company's exhibit on Million-Dollar Pier. . . . Several other nationals dickering. . . . Buddy Rogers makes his first local appearance at Steel Pier this week-end, topping vaudeville show.

Charley Boyden, minstrel man, was down for a day greeting old friends along the 'Walk. . . . Jack Benny and Eddie Duchin were vacationing here over the week-end, taking turns pushing each other in rolling chairs. . . . Ed Dougherty is managing the Auditorium in absence of Phil Thompson, g. m., who is on West Indies cruise. . . . Harry Volk, Steel Pier publicity man, is back from the South.

KENNYWOOD MAKES——

(Continued from page 60)

extensive improvements in the swimming pool.

Week-end operation will continue until May 15, when daily picnic season opens. This year's lineup is promising, with most of the large industrial plants in this territory scheduled to hold huge outings this summer.

Carle Henninger, son of F. W. Henninger, secretary-treasurer, has been appointed assistant manager, succeeding R. W. Comstock. Mr. Comstock will work in the refreshment department under W. M. Wentzel. P. E. Dixon, 27 years in the Pittsburgh police department, has been named chief of police, filling the place of E. J. Kennelly, who died last year. Erwin Vettel, formerly the Palisades (N. J.) Park, is new head of the mechanical department, succeeding C. M. Mach, retired.

The free-act lineup is one of the most notable in years. A number of name bands will play in the dance pavilion. Marie McSwigan, the manager's sister, who recently returned from the West Coast, will continue as publicity director.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Premium Merchandisers Take to Novel Dual-Personality Lamps

One of the most interesting developments of the current season is the branching out of the electric lamp in a dual-personality role. Premium users are finding that the idea of incorporating utility as well as beauty in a lamp is an arrangement that is not only setting a new high for lamp appeal but is broadening the possibilities for profit to merchandise men.

While the electric lamp has always been popular with leaders in the industry, there was a feeling that this important class of goods was being handicapped thru lack of new and modern designs and original methods of presentation. As a result manufacturers and designers have combined their efforts to make possible a more versatile and attractive line of electric lamps than ever before was available. For instance, there are now pretty lamps cleverly combined with a thermometer, a savings bank, an ash tray or a ship mantel piece. They have been deliberately fashioned to take advantage of, and satisfy, a double appeal with but one item. Carrying the principle of usefulness a bit further, there are even lamps offered in combination with a neat writing pad; with an electric clock, and one that is adaptable for wall, bed or table use. Late developments in light attractive metals, alloys and plastic materials, such as catalin and cast resin have also been of assistance in producing the new lamp items.

Nor are the new numbers any the less attractive than the every-day standbys that have served the industry so well. In fact, the clever designs and the modern dress which characterize the new trend have taken the public fancy and have served to add fresh impetus to an already active field, with the result that more and more manufacturers are centering attention on the premium field.

Not only has the modern trend served to greatly extend the possibilities of the lamp market, but provides the industry an excellent opportunity to establish again a good margin of profit. The development of the dual-personality lamp, coming in conjunction with the return of the public appetite for better quality home accessories, has served to stem the tendency toward lower prices and inferior quality, which had gained considerable headway. It has also been a great boon to salesboard and pin-game operators who like to offer the latest merchandise as an attraction. They report the new lamps, because of their double appeal, among the best they have ever offered.

FORECASTS and Reviews of Values

By THE PROSPECTOR

The season of the open road is just ahead of us. This is the time to get in tune with the times.

Thirst time is in evidence with warmer weather and obviously the need for drink-dispensing items comes into its own. Ice containers, ice tongs, highball gloves, luncheon sets, recipe gadgets, pretzel holders, sandwich trays—all of these will create the cosmic urge for the concessioner and others engaged in the outdoor show business.

The outdoor barbecue season also beckons. Barbecue outfits, kews, wiener forks, grids, paper plates, knives, forks and spoons—in fact, anything that makes the apartment cliff-dweller feel like a barbarian in his native heath—make irresistible offerings.

Ever mindful of the hobbyist in our ranks, don't forget the knitting craze. Another example of the cycles in life. Everything goes in cycles. If you do not believe it look thru the old family album and notice the things they wore and did then, and you'll find that such things are coming back again—if not actually here. Knitting is an example and is the vogue now both among the bourgeois and among the ritzy. Knitting bags, yarn, yarn holders, notions, home arts and needle craft are items that more than ever find a receptive audience.

And talking about the cycle of hobbies there is the bicycle revival along with roller skating for both oldsters and youth. Renting bicycles at 25 cents to 35 cents an hour is proving a profitable enterprise to many who recognize opportunity when they see it.

The gambling fad is stronger than ever and despite the many innovations, auction or contract bridge still hold the center of the stage. At one time card playing was a winter activity only but now it is in evidence the year round. Card tables particularly designed for outdoor use are on the market, the playing surface being equipped with clips for holding the cards of the dummy so that the wind don't whisk them away. Then there is something rather new in card table covers—designed with pockets for holding a pack of cards, a package of cigarets or scoring pads.

While keeping a weather eye peeled on innovations you must not forget the old staple items for which there is always a demand. Take ash trays for example. Despite their widespread use the fact remains that more ash trays are sold day in and day out than any other single item of its kind. And even the common ash tray has its features that make it arouse curiosity. Snuffers, for example. Anti-odor devices. Ornamental ash trays. And ash trays that cannot be tipped.

First Quarter Business Best in Five-Year Period

Business finished the first quarter of 1936 on the highest step of the recovery ladder since 1930, according to a brief Associated Press summary. Industry and trade continued to expand in the face of storms and floods at home and fresh international crises abroad.

The spring quarter, normally a period of brick activity, opens with business analysts widely anticipating the best volumes of production and distribution since the early phases of the depression.

The Associated Press weekly index of industrial activity, with the statistics for the first quarter not yet complete, appears to have averaged close to 8 per cent above the first three months of 1935 and about 49 per cent over that period of 1933. It was about 5 per cent over 1931; 14 per cent under 1930 and 28 per cent under 1929.

The latest bureau of labor statistics index of factory employment, for February, was 2.4 per cent above that month of 1935; 36.3 per cent above 1933, and 19.1 per cent under 1929.

Hopes of improving employment have been hoisted considerably in the past month with fresh stirrings in heavy industry and building, which in addition to service lines are believed to account for much of the idleness. Residential building contracts let in the first quarter appear to have been around 67 per cent above 1935 and more than triple 1933. Orders for machinery and railway equipment have also expanded further. Steel production, partly reflecting an accumulation of demand during the flood shutdown, has just topped 60 per cent of capacity for the first time since July, 1930.

DuPont Wins Packaging Award for 1935-1936

The Five-Star Anti-Freeze container of E. I. DuPont de Nemours & Company won first honors in the 1935-'36 Irwin D. Wolf Award Competition for distinctive merit in packaging, the American Management Association, sponsors of the competion, announced the past week.

Winners in various divisions of the competition in which awards were made for the most effective use of layout, decorative design, lettering and color, with emphasis on both merchandising value and beauty, included the following:

The Washburn Company, award for Androck Balanced Kitchenware; Pepsodent Company, tooth powder package; Union Oil Company, Stop Spot Handy Cleaner; Pacific Coast Borax Company, Boraxo; Maryland Pharmaceutical Company, Rel Head Cold Jelly; Johnson & Son, Inc., furniture polish; Botany Worsted Mills, Botany Skirt; International Printing Ink Corporation, match box. In addition a number of outstanding package designs were given honorable mention.

Plans Made for Record Toy Fair

NEW YORK—Horatio D. Clark, secretary of the Toy Manufacturers of the U. S. A., announced that more reservations for exhibit space have already been made for the 1936 Toy Fair than the total number of exhibitors who made up the fair in 1935. It was explained that this was taken to mean but one thing—the toy makers anticipate a record year for toy sales and are concentrating to give toy buyers every opportunity to cash in on the broadened opportunities offered.

Toy Fair dates are April 20 to May 2 and the exhibits will be concentrated in the Hotel McAlpin, the Fifth Avenue Building and other permanent showrooms in the Madison Square and Union Square districts. The dates were decided upon after a widespread poll of exhibitors at last year's Toy Fair, wherein the majority decided that these were the two weeks most suitable and convenient to give the buyer an opportunity to cover the market quickly and at low cost.

General business trends, the firming and rising of prices, convince the exhibitors and show officials that this fair will be an outstanding success from the standpoint of business placed, for it will be safer for the buyer to place orders and more advantageous for the manufacturer to get production under way. Progress in these two directions has been lacking in recent years and as a result many uncomfortable ills have beset the trade.

The Toy Fair's two weeks will be crowded with interesting events in addition to the routine of seeing new lines, taking notes and placing orders. One of these high spots will be the annual banquet of the Toy Knights, to be held Saturday evening, April 25, at Hotel McAlpin.

Quaker City Gift Show Well Attended

A comprehensive showing of desirable spring and summer merchandise was the magnet which drew large numbers of novelty and gift buyers to the Philadelphia Gift Show, the oldest of all gift shows, held at the Hotel Adelphia March 23 to 27, inclusive. Altho the Quaker City show followed closely on the heels of the New York and Boston shows, there was a large and enthusiastic group of exhibitors who offered as complete and varied arrays of merchandise as could be desired.

Attending buyers concentrated their attention for the most part on the same general classes of merchandise that met with high favor at the preceding shows. Particularly fascinating were the new pottery items in colorful effects. There was also lively interest shown in summer gift lines, as well as clocks and lamps in a number of novel presentations. Featured, too, where quite a number of interesting decorative home accessories, in addition to a profusion of mirrored items, chrome art pieces, articles of crystal, porcelain, catalin, novelties, jewelry and a broad range of clever creations especially suitable for the smaller gift-store merchant.

Cranelands' Popularity Promises New Outlet for Merchandise Men

NEW YORK, April 4.—The tremendous increase in the number of Cranelands here in the past few weeks has greatly boomed sales of premium merchandise. The wholesale merchandise industry is now enjoying one of its greatest sales outlets in New York.

Cranelands, which were at first more or less an experiment in Coney Island, are now mushrooming up along Broadway and side streets at a rapid rate. Even such outstanding spots as Faber's Sportland on Broadway at 48th street, where the yearly rental is $30,000, has become a Craneland.

The Cranelands require only small service forces and therefore increase profits by reducing overhead. They also occupy smaller stores than did the sportlands, with rentals correspondingly lower. In addition to these advantages they attract a tremendous patronage. Merchandise is the sole display feature.

Cranelands have adopted a policy of only using first grade merchandise. They are displaying the best that money can buy in practical premium novelties. The average single filling or dressing of the Crane in these many locations is reported to be well past the $50 mark.

The smaller electric clocks, new lapel watches, fine cigaret cases and automatic cigar lighters and combination lighters and cases, knives and novelties are being displayed in large quantity in these diggers, drawing a larger patronage to these spots than has ever before appeared in any individual location where the digger machines have been used.

The majority of the Cranelands are known to purchase more than $2,000 worth of new merchandise each week. Such outlets are rare in any division of the premium field and when this is multiplied by possibly 50 or 60 Cranelands, already blossoming thruout the city, the total becomes somewhat staggering.

The public has taken to Cranelands with greater enthusiasm than was expected. Many are jammed with players from opening until closing. Some have unusually attractive displays of merchandise. They have removed the back panels of the machines so that the passer-by can easily see the complete

(See CRANELANDS on page 104)

LIBERTY SPRING SPECIALS

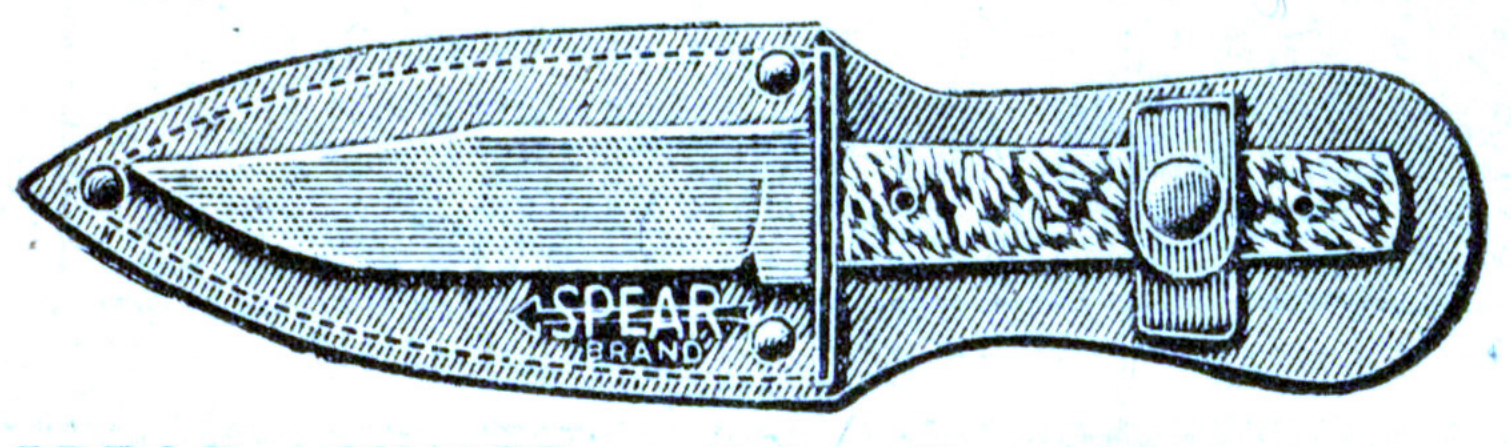
For
Pennies
Nickels
Dimes
Quarters

AN EXCEPTIONAL PREMIUM

BIRD BANK

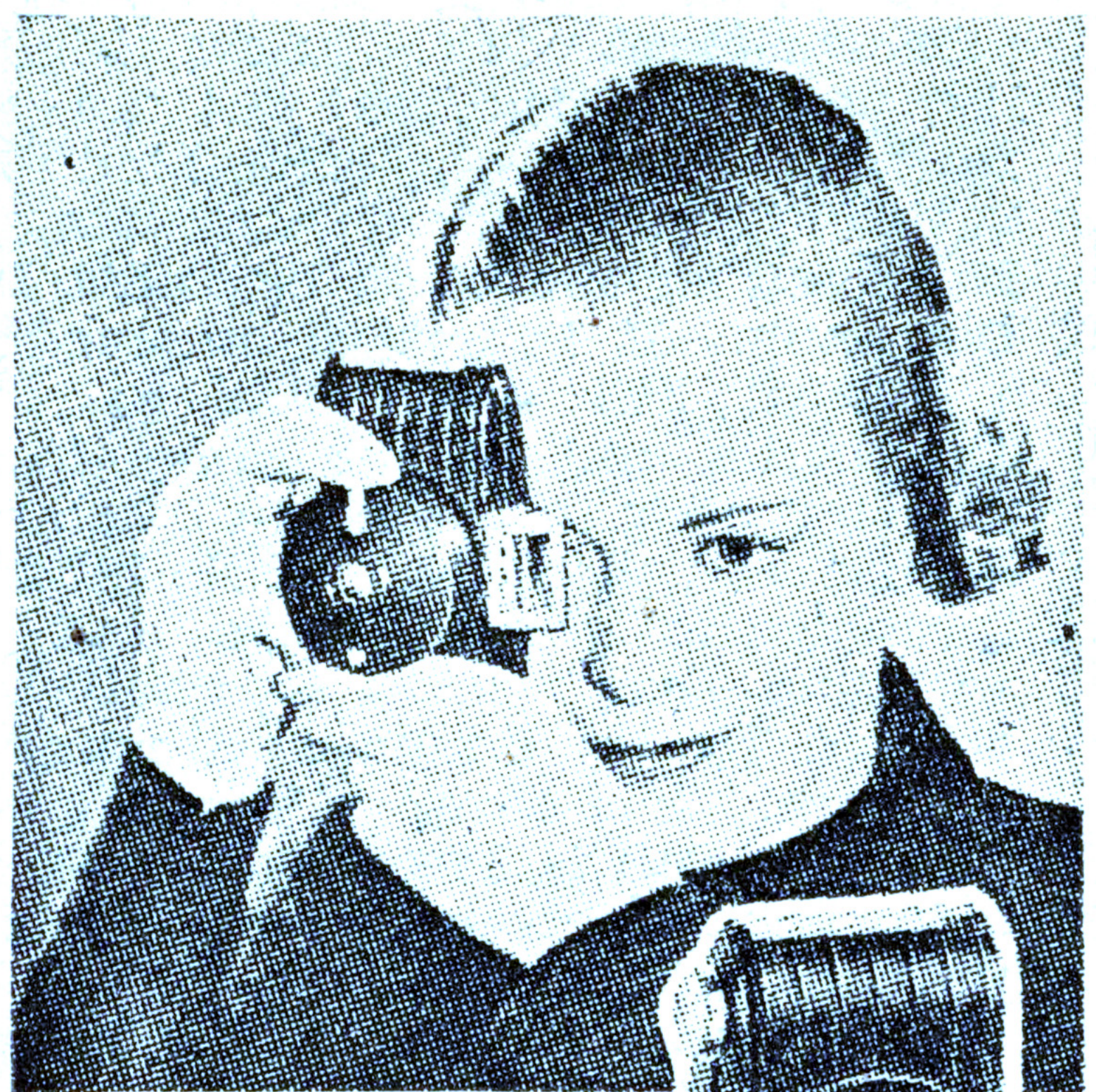
Made of Unbreakable Metal in Attractive Colors: Gold, Green, White, Bronze. 4 inch high. 2-inch square base. Equipped with sturdy lock and key.

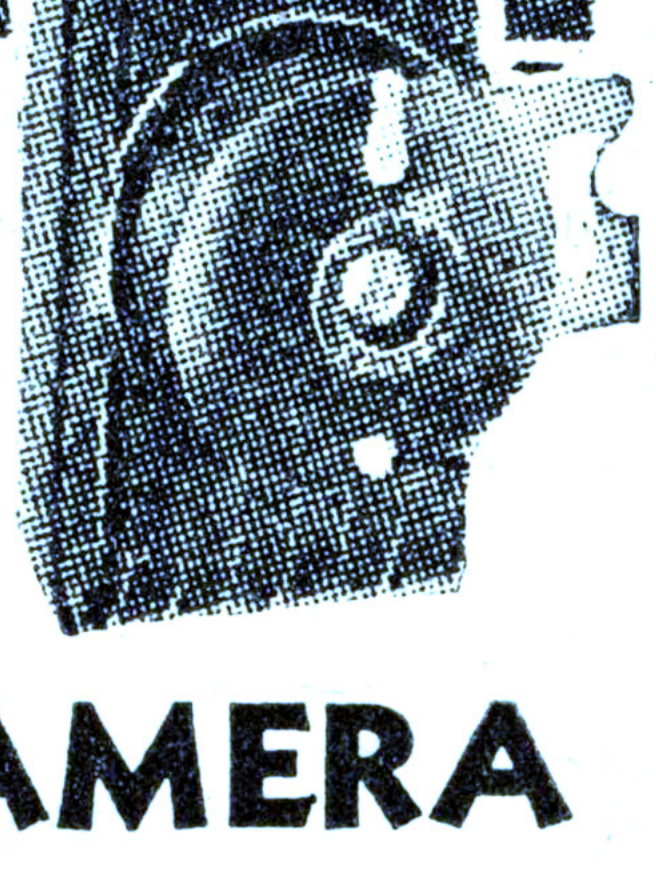
Per doz. $3.00
Samples:
Ea. . . . 30c



SPEAR KNIFE with Genuine Leather Sheath. Perline Handle. Fine, Stainless Steel 3½-inch Blade.

$3.75 doz. Samples, ea. 35c

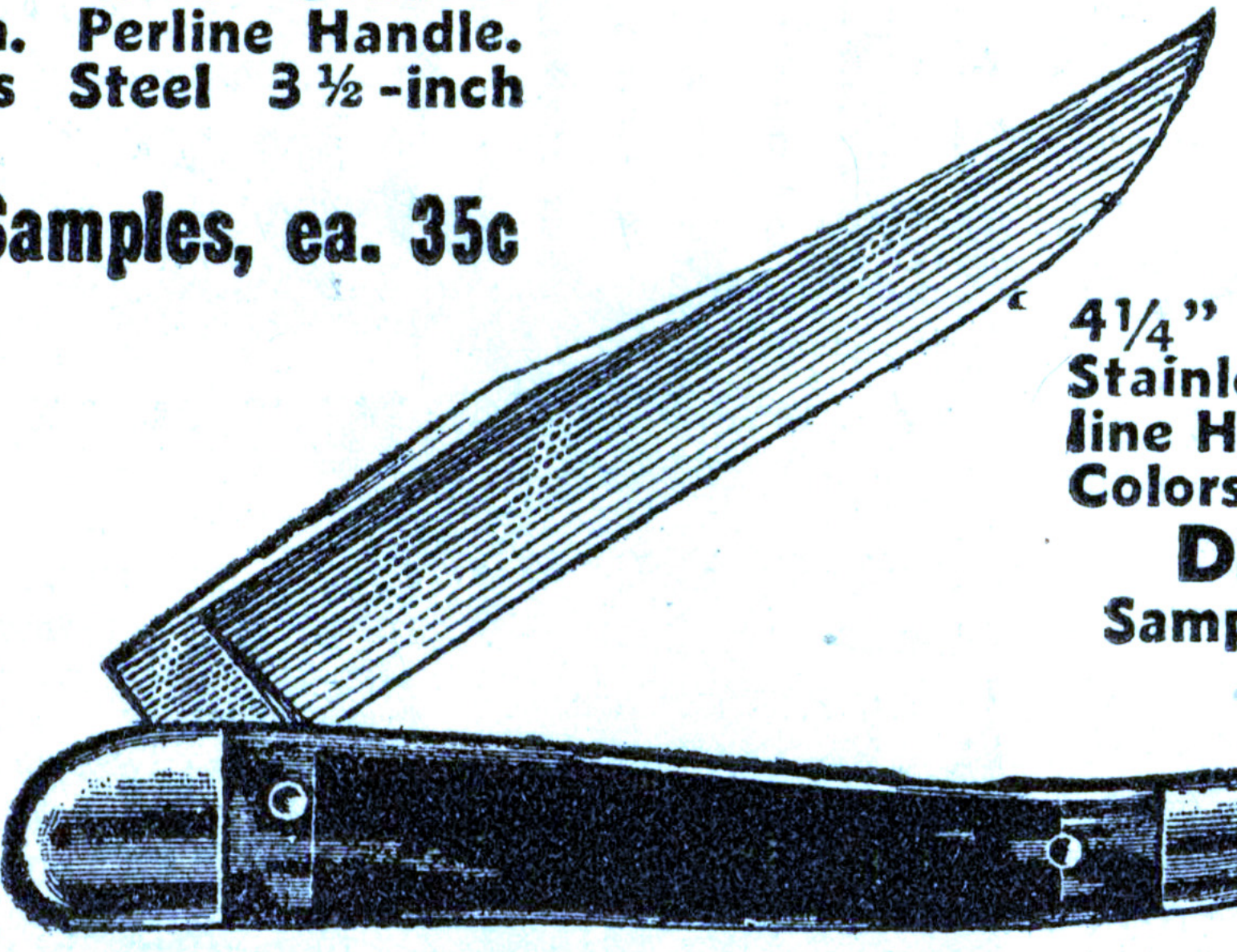




EASTMAN KODAK

BULLET CAMERA

Picture Size 1⅝x2½". The Bullet Camera is a Fixed-Focus Model and everything about 5 feet and beyond will be photographed sharply.
$5 VALUE. Write For Special Prices. Sold Exclusively to the Premium Trade.



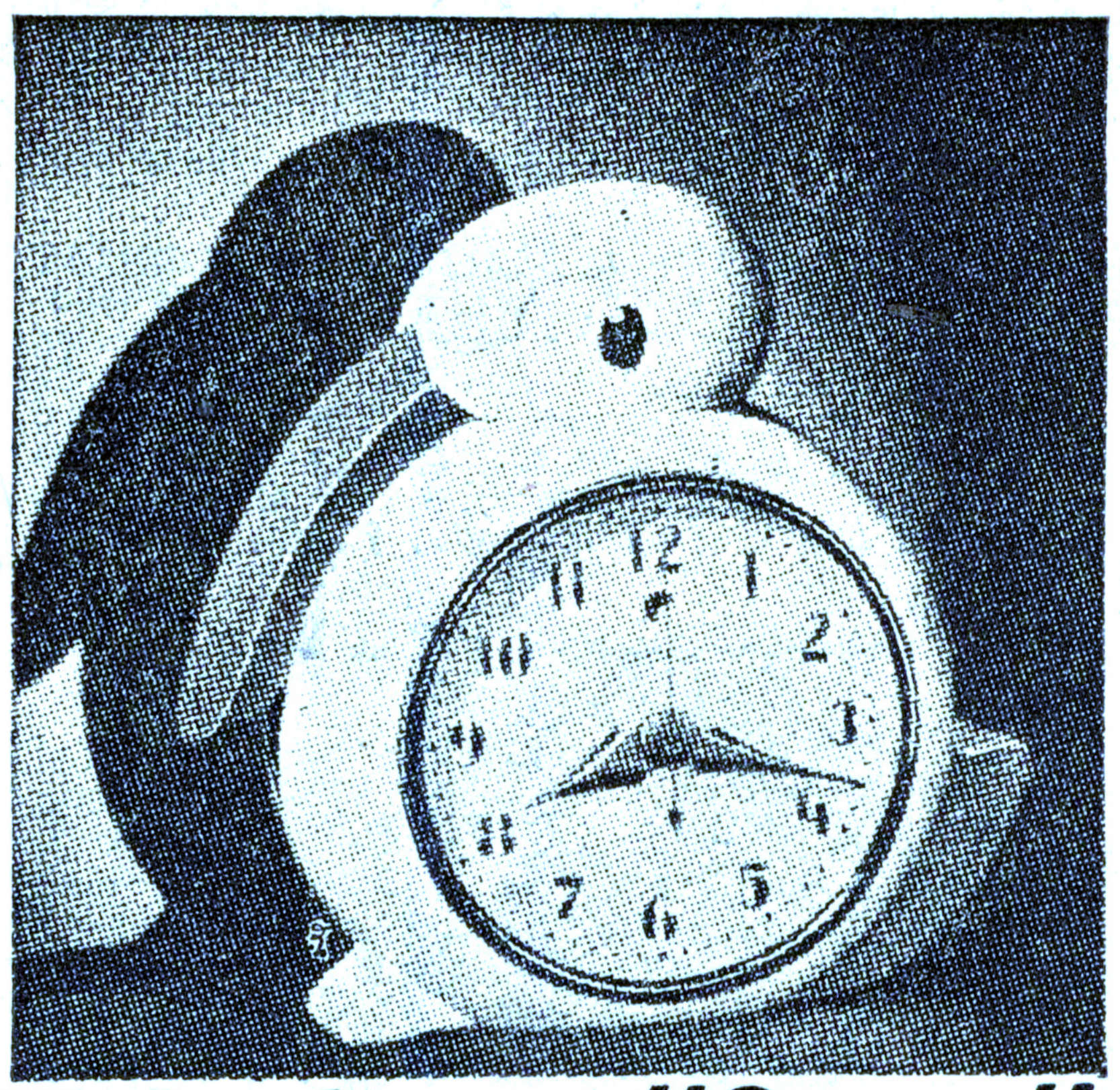
FISHING KNIFE

4¼" Blade. Fine Stainless Steel. Perline Handle. Assorted Colors.

Doz. $1.75
Samples 20c Each.

HUNDREDS OF other desirable items on display in our New York, Baltimore and Washington, D. C. Showrooms.

SEND FOR FREE CATALOG



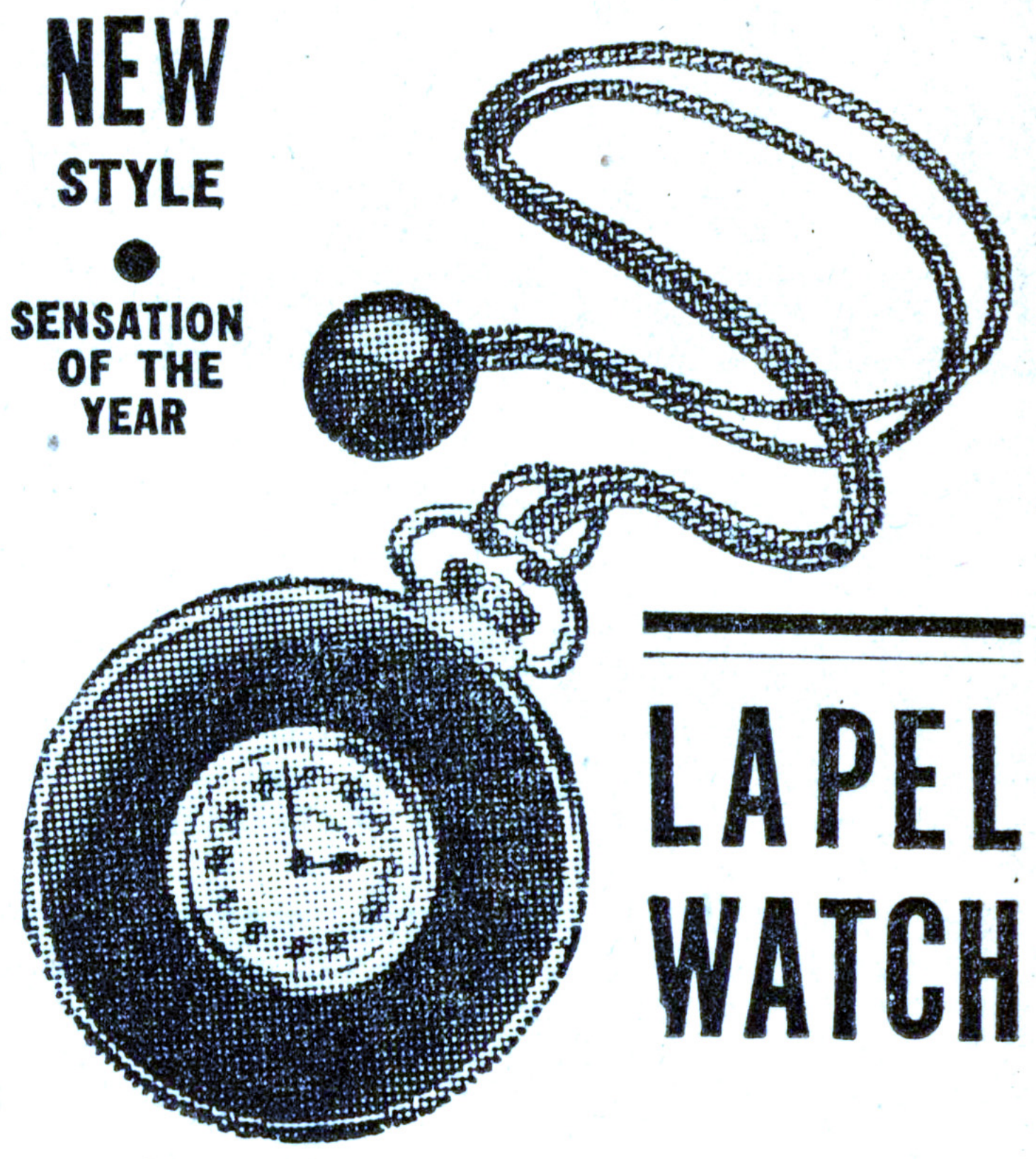
Telechron "Smug" ELECTRIC CLOCK

Self-Starting. An amusing new Duck Design. Yellow, Black or Blue Cases, Orange Colored Beak and White and Black Eyes. Cases of plastic moulded material. 3¼" metal dial. Metal hands, dark orange lacquer finish. Height, 5 11/16". Width, 5⅞". Depth, 3".

Doz. Lots $2.10 Ea.

Samples, $2.35 Each.

NEW STYLE
SENSATION OF THE YEAR

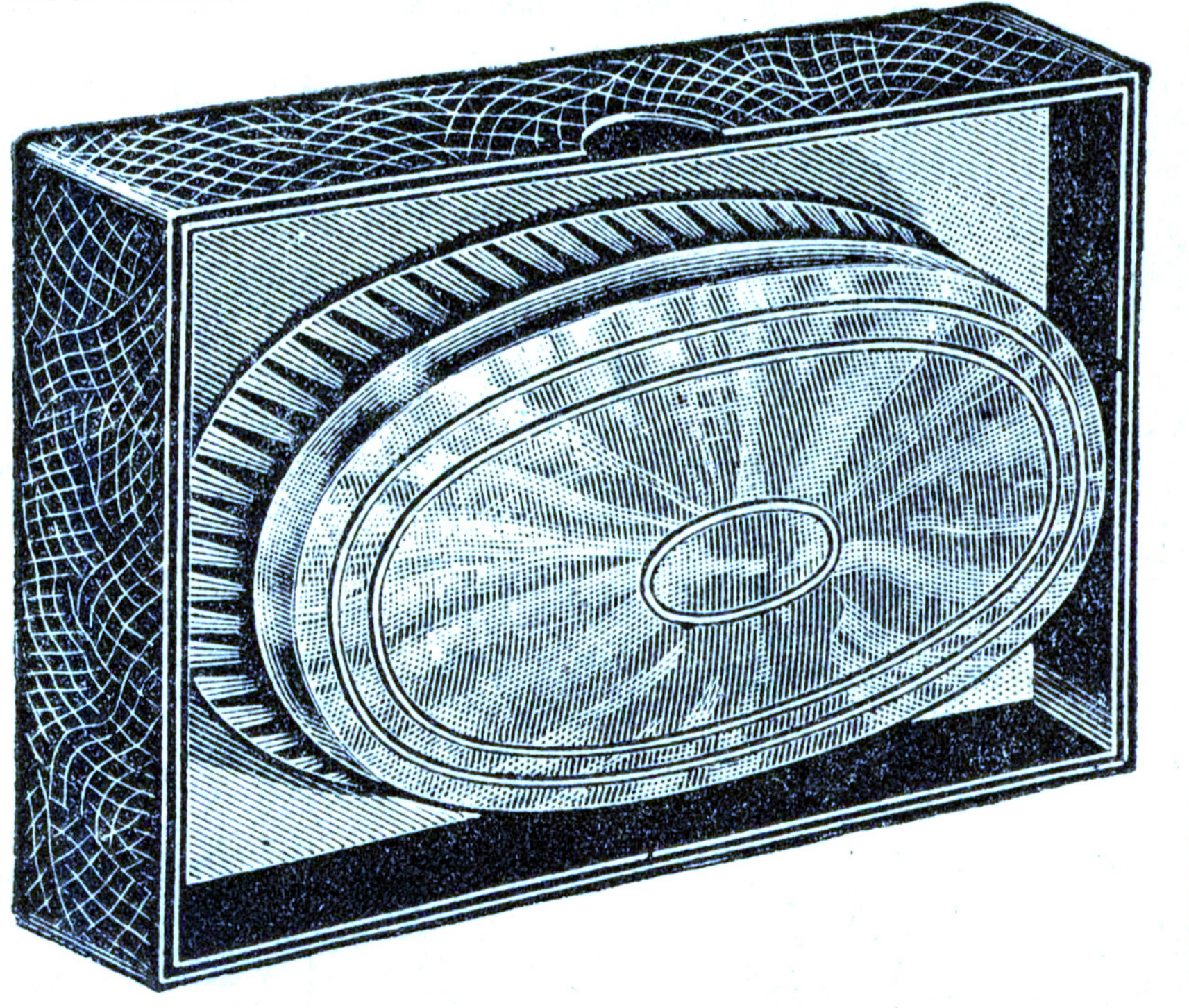


LAPEL WATCH

Famous Dependable Ingraham Movement . . . Non-breakable Crystal. Braided Lapel Cord with Genuine Leather Button . . . Chromium Trimmed . . . Black, Ivory, London Tan, Navy Blue, Platinum Grey and Red.

$1.00 Ea.

Samples, $1.10 Each.



at the Left SUNRAY MILITARY BRUSH

Oval Shape Military Brush with special "Sunray" Satin Finish, containing 14 rows white or grey bristles. Individually tissue wrapped, six to box.

$3.00 per doz.

Sample 30c Ea.

TERMS:
25% Cash With Order, Balance C. O. D., F. O. B. New York.
Regular Terms to Well-Rated Concerns.
Guarantee Refund of Your Money If Our Shipment Is Unsatisfactory to You.

LIBERTY CLOCK and NOVELTY CO. 1140 BROADWAY NEW YORK
BALTIMORE · 1344 WEST NORTH AVE.-"THE HOUSE OF FINER MERCHANDISE"-WASH· D· C· ·1008·H·ST·N·W·

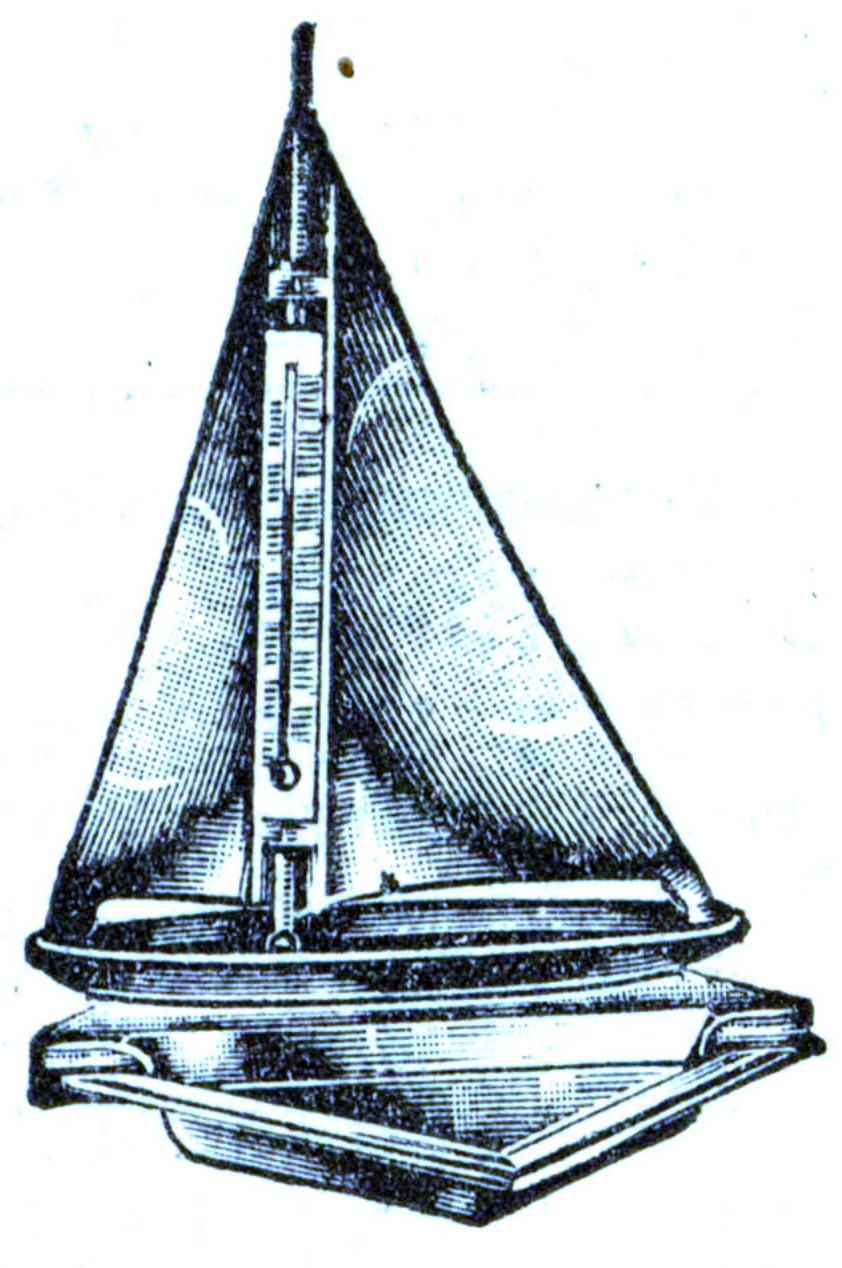
SENSATION for 1936
BOAT RACE REGATTA LAMP

SAMPLE $1.00

NO. 800—2 Chromium Sailboats, mounted on metal base, parchment shade, beautifully decorated to match in colors. Lamp stands 16 in. Shade 10½ in. in diameter.

Dozen, $10.20

ANOTHER HIT



NO. 1025—ASH TRAY AND BOAT THERMOMETER.
6½" Chrome Sailboat mounted on chrome metal Ash Tray, 5½ x 5½". 3" Temperature Thermometer mounted on center mast of Sailboat. Practical, useful, attractive. Assorted colors—Red, Blue, Green.

Introductory Offer
3 for $1.00

Write for New Catalog

ELECTRO MFG. CO.
611 W. Adams St., CHICAGO

HOO--DOO--STIK

Here is the Most Simple, tho Most Mystifying Novelty yet. What makes it spin? Stop? Reverse? Fools anyone; defies detection. Sample and prices, 25c.

WAYNE ROBERTSON, Ferryville, Wis.

NEW Items

Tacker Holds 1,000 Staples

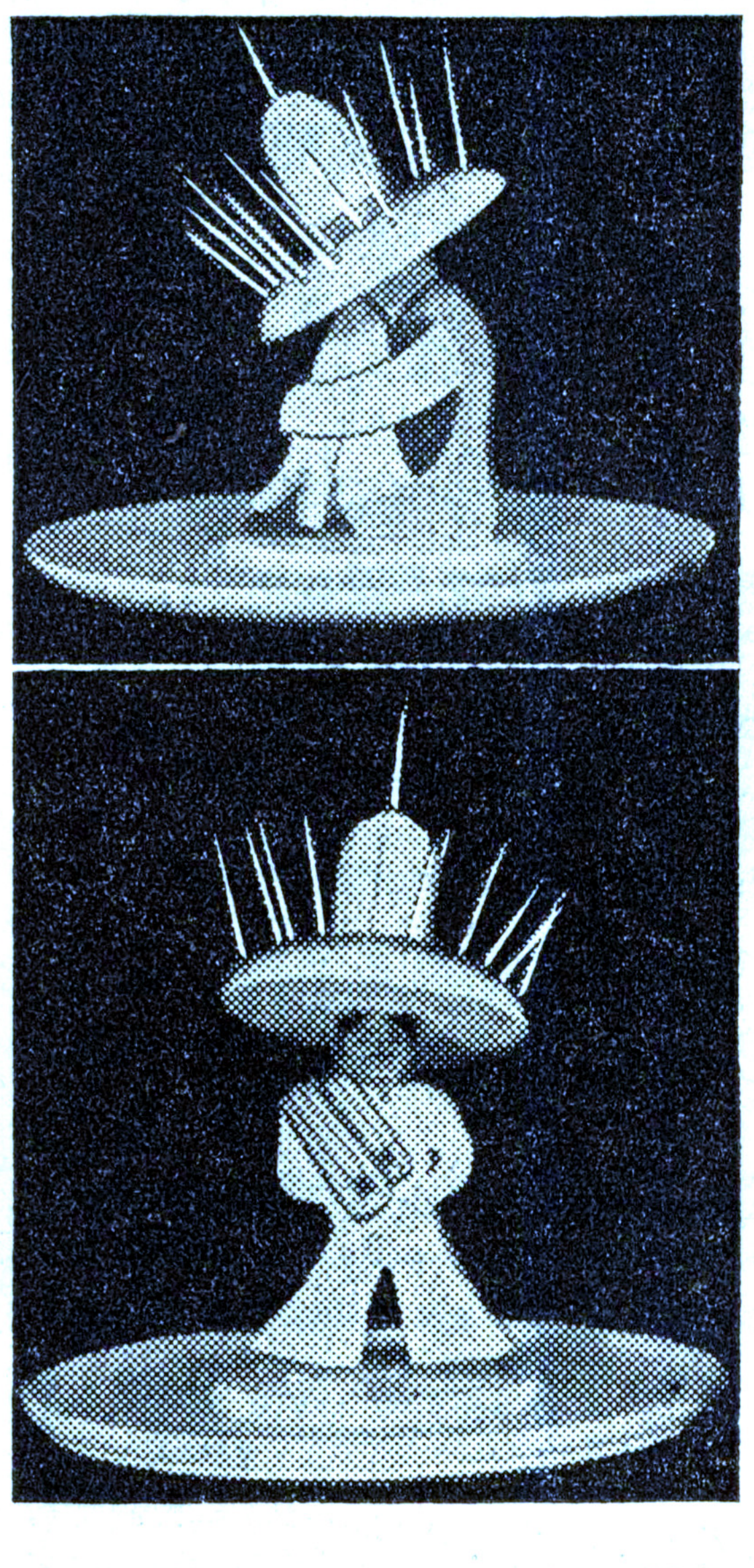
A new vest-pocket size stapler with a magazine which carries 1,000 staples in a single load and which, therefore, eliminates the inconvenience and time-waste of stopping to load after only a few staples have been applied, has been announced by the Paslode Company. The compact size makes this tacker ideal for use where it must be carried around and is excellent for such uses as tag-tacking, sign-tacking, etc., and will drive staples into everything from cardboard to the hardest wood. Ease of operation and low price make it a good item for demonstrators, show advance men, etc.

Kill Insects by Electricity

Now you can kill flies and other annoying insects by electricity! The ingenious device is known as the Vapator. Pyrethum liquid is placed in the gadget. It requires only one-eighth kilowatt hour of electricity and shuts off automatically when treatment is completed. Item is manufactured by the Edelman Company. Looks good for agents.

New Tooth Enamel

Charmante Tooth Enamel, from Charmante Laboratories, is a new fast-selling necessity with professional show people and others desiring a bright, sparkling smile. No longer are gold fillings or dingy teeth an insurmountable handicap. Charmante Tooth Enamel, an opaque covering, will give you a set of dazzling white teeth in no time. It is easy to apply, simply dry the teeth



AT LAST, SOMETHING NEW!

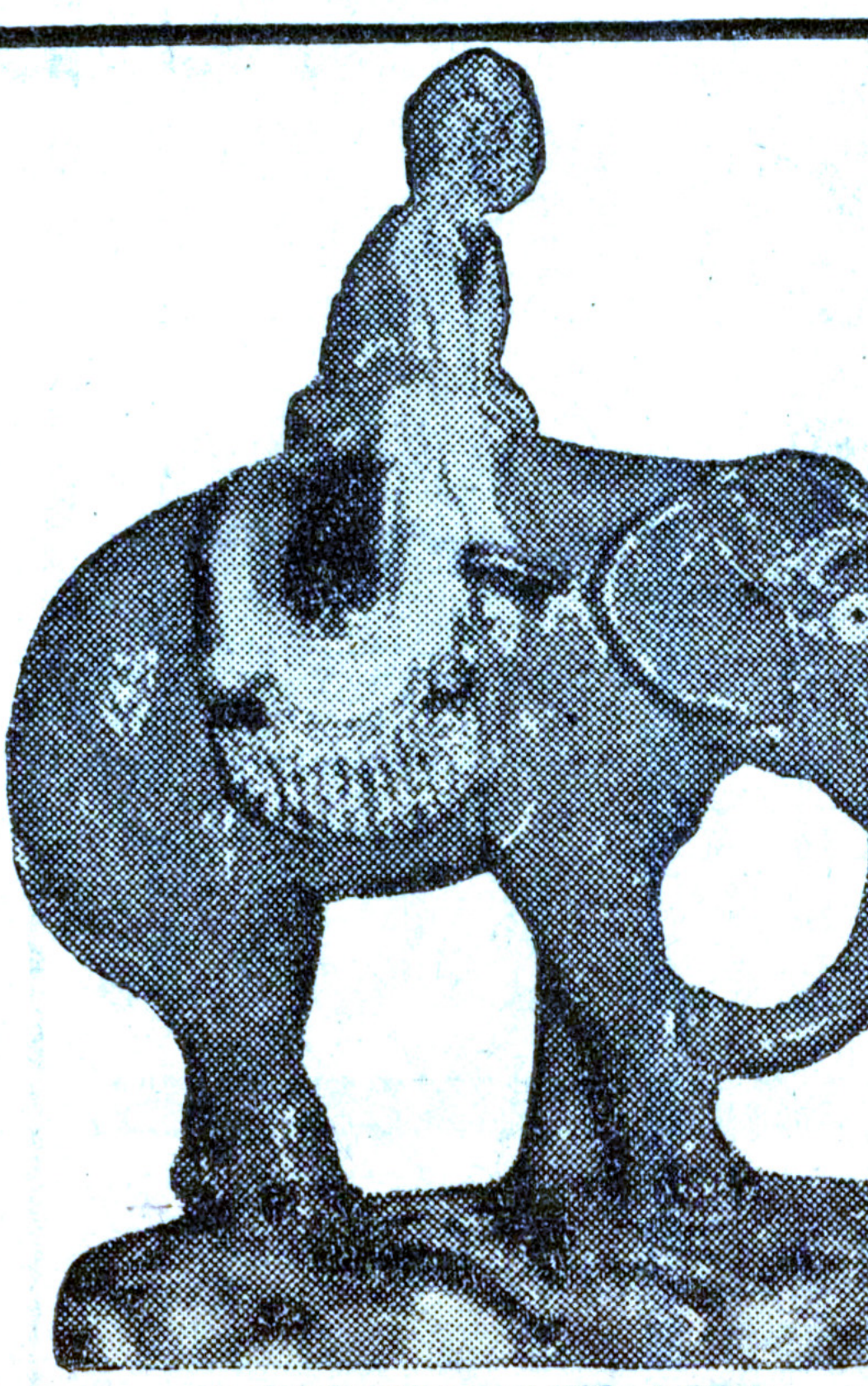
And big for Corn Games, Bingo Games, Merchandise Wheels and Premiums. A proven winner. Ask the boys who were fortunate enough to have their orders already filled.

No doubt you have noticed this wonderfully fast selling novelty in all the leading department stores in your city selling for big money. Sandwich Trays, Hors d'oeuvre Dishes and Cheese Plates, Mexican type, known as Caliente Ware.

$9.60 per dozen or $75.00 per hundred

F. O. B. San Francisco. Twelve different styles! Order early and have your orders sent by freight. 25% deposit, balance C. O. D.

KINDEL & GRAHAM
782-784 MISSION ST. SAN FRANCISCO, CALIF.



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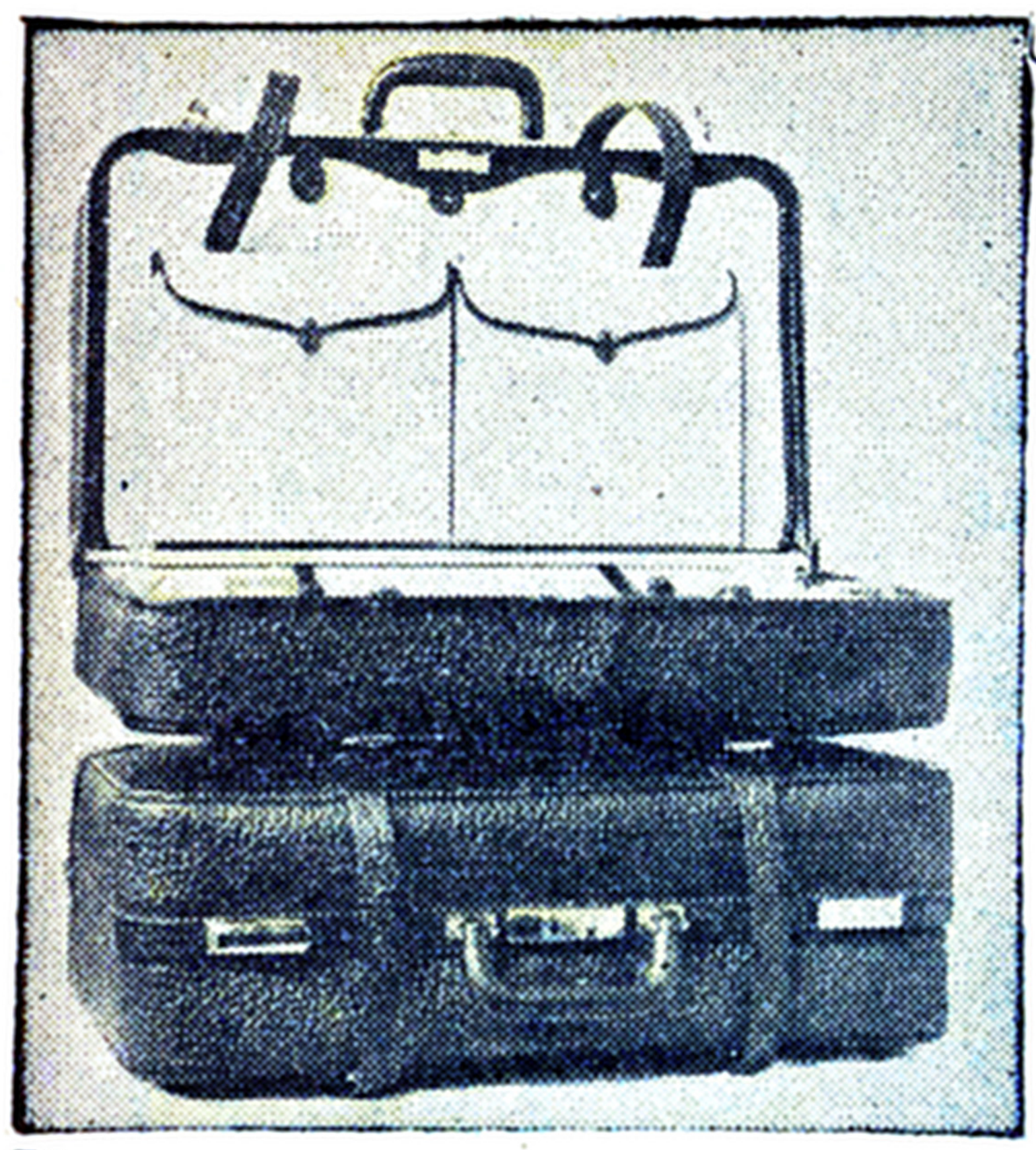
CARNIVALS-CONCESSIONS-PARKS-ETC.

SURPRISES of a LIFE-TIME!

Are Offered by Specialists in Plaster Paris Novelties Since 1916.

Many New and Original Items have been created for you at unusually low prices. All that is worth while is shown in our new 1936 Catalog—NOW READY. WRITE FOR IT TODAY!

Pacini Novelty Statuary Co.
Manufacturers
1424 W. GRAND AVE. CHICAGO, ILL.



BUY THESE LUGGAGE VALUES TODAY!

You get finer quality at less cost!

We carry a complete line of sensational Luggage Values: Ladies' Fitted Suitcases, Gladstone Bags, Airplane Luggage, Etc. All priced unbelievably low. Read the descriptions of the Bags illustrated. Then rush us your orders. Write today for particulars about our complete line.

No. 956—GENUINE WALRUS GRAIN SPLIT COWHIDE GLADSTONE. Rigged type with reinforced corners and leather straps. Durably sewed on steel frame. Brassed finished hardware; heavy lock; strong catches; leather post handle. Cloth lining in smart plaid effect. Utility partitioned pocket with flap. Adjustable shirt fold on back. Colors: Black or tan.. 26".. Price. **$4.75**

No. 75/679—GENUINE WOVEN STRIPED AIRPLANE CASE—Basewood, molded frame with reinforced corners. Modernistic spring release lock, nickel or brass plated. Genuine leather-covered handle. Size, 18". Colors: Gray or tan. Interior rayon faille lined with 2 full-cut side pockets shirred with Lastex, fitted with 5-piece enamel chrome set (Comb, Brush, Mirror and 2 large Lotion Bottles). Price.... **$4.75**

No. 75—Above Case without fittings, in sizes 18", 21" or 24"........... **$2.25**

LINCOLN LUGGAGE CO.

22 Wooster Street New York, N. Y.

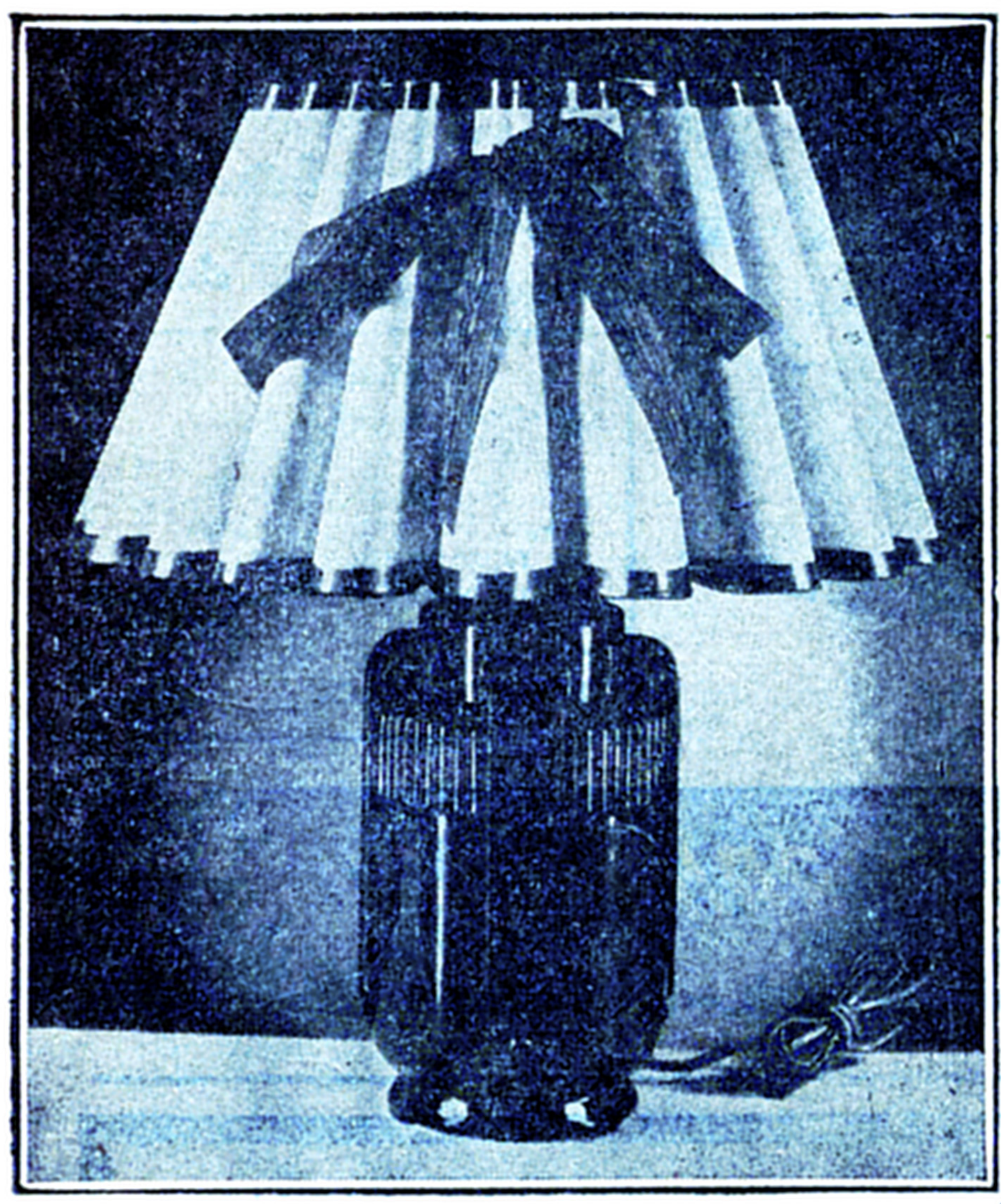


TABLE LAMP

Height 19¼"—16" Shade

Attractive Colored Base, Fluted Shade and Satin Bow to Match.

Manufactured exclusively for us for concession, carnival and premiums only. Not to be sold at retail.

Originally retailed as high as $7.95

OUR SPECIAL $10.80 Doz. F. O. B.

BIGGEST LAMP VALUE Ever Offered

Complete Assortment at Bargain Prices. Call and See Our Tremendous Line.

WORLD TRADING CORPORATION

873 BROADWAY
at 18th St., N. Y. City, N. Y.

LUCKY HONEY BEAR!

Genuine High-Class Fur. 18", 20", 22". All Pure White. Send for Sample Assortment.

3 BEARS for $7.00

1/3 Deposit, Balance C. O. D. on All Orders.

We have been manufacturing for the Carnival and Concession Trade for the past 20 years.

Write for Illustrated Price List of Complete Line.

LUCKY TOY COMPANY, Inc.
147 West 22nd Street, New York
Phone, Wat. 9-7485

INCENCIGARET

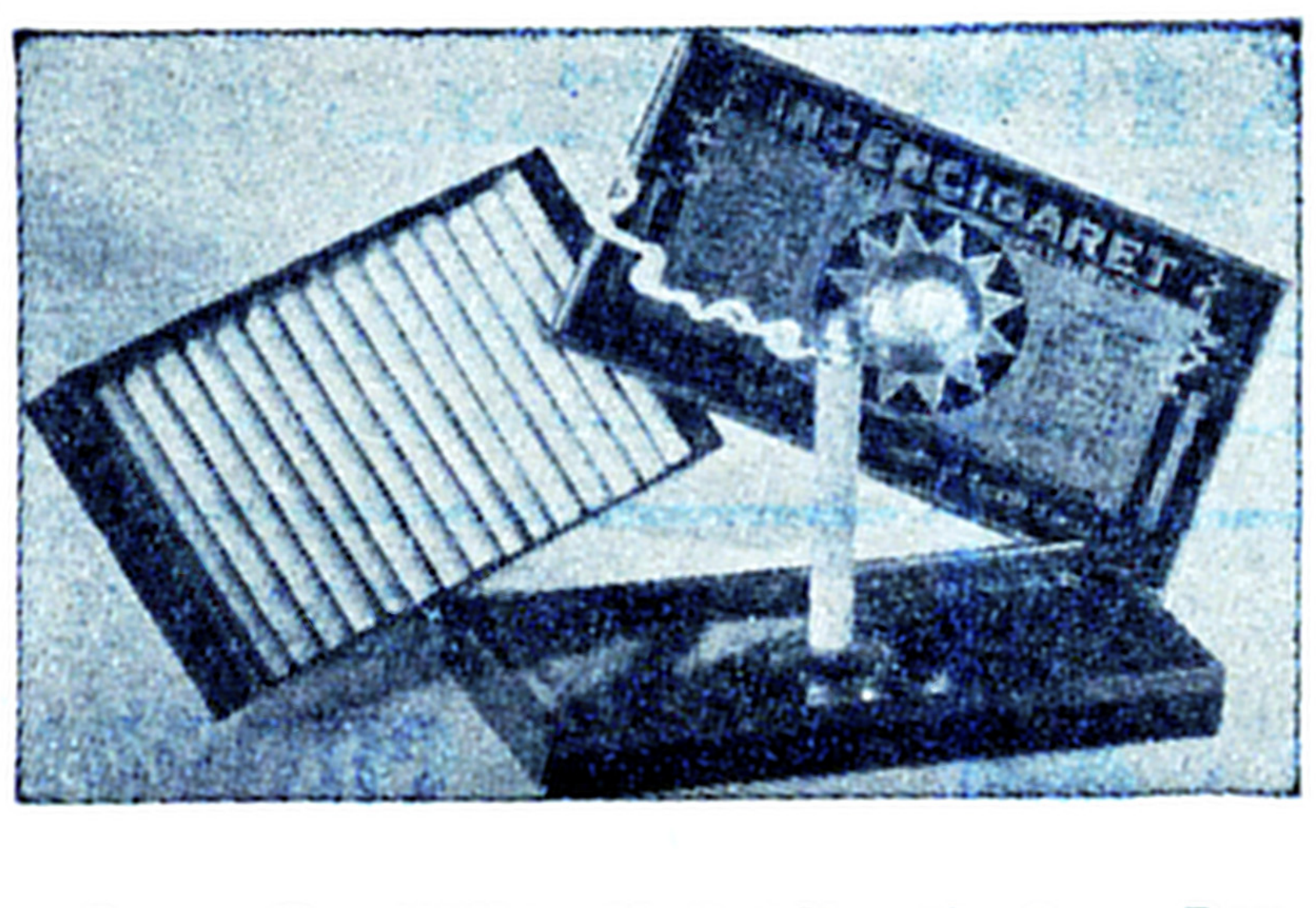
AN INCENSE IN CIGARETTE FORM

Every home needs **INCENCIGARET** to replace cooking and stale smoking odors with a pleasing, refreshing aroma. Use in your kitchen, bedroom, bath, closets and living room. Ideal for prizes and gifts under $1.

While burning **INCENCIGARET**, concessionaires and agents will find that women especially are attracted by its pleasing aroma and many novel features.

Each **INCENCIGARET** burns for about 30 minutes, does not even warm the burner, and consequently cannot mar the furniture. A safety line, half an inch from the bottom of the cigarette, prevents it from burning down any further. The cover of the box is made of metal and is very attractively designed as a burner for **INCENCIGARET**. 16 are packed in this burner-box.

Not t obe smoked like a cigarette, but burnt like an incense. Purifies and at the same time perfumes the air in the home. Its lasting aroma is pleasing to all.



Dealers' Price: $3.60 per dozen Burner-Boxes, Extra Discount in Larger Quantities.

Send 50c and a Package of **INCENCIGARETS** in a Burner-Box Will be Mailed You the Same Day.

INDIA INCENSE CO., 116 W. ILLINOIS ST., CHICAGO, ILL.

SUPREME ART NOVELTY CO.

900 NORTH 43rd STREET MILWAUKEE, WIS.

Manufacturers of

PLASTER NOVELTIES AND STATUARY

WE SUPPLY CONCESSIONS, JOBBERS AND STORES. LET US SUPPLY YOUR NEEDS.

with cotton and apply with brush attached to bottle cap. Will dry in few minutes. Should go well.

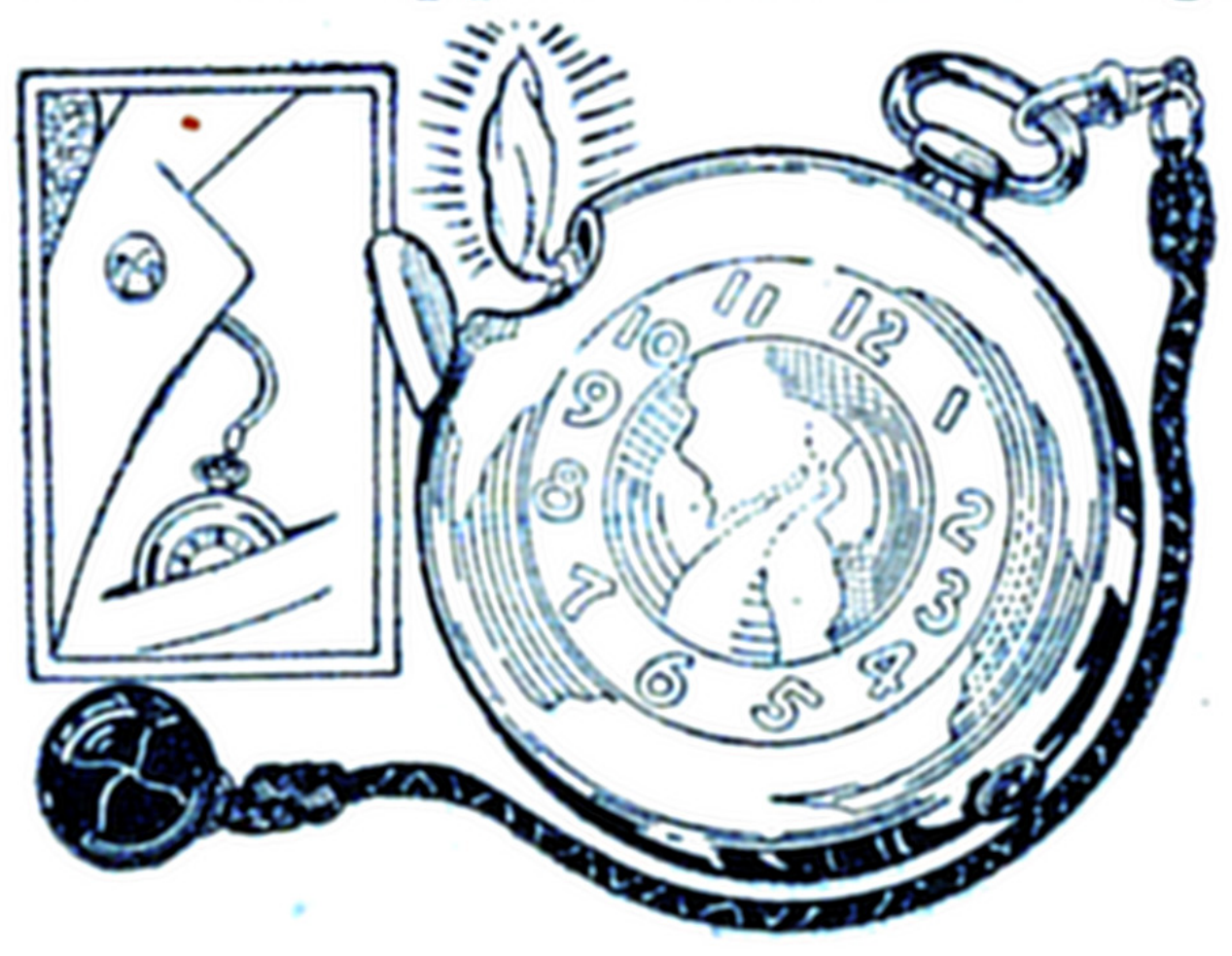
Incense in Novel Form

Incencigaret is a new high-quality powdered incense put up in the form of a cigaret, originated by Dr. Satish C. Ghose, of Calcutta, India. Marketed in the U. S. by India Incense Company. It is not to be smoked like a cigaret but burnt like an incense. It purifies and at the same time perfumes the air in the home. Its aroma is lasting and pleasing. While burning an Incencigaret concessioners and agents will find that women especially are attracted by its aroma and many novel features. The cover of the box is made of metal and is attractively designed as a burner for incencigarets. Sixteen are packed in a burner-box. Each incencigaret burns for about 30 minutes, does not even warm the burner, and cannot mar the furniture. A safety line, half an inch from the bottom of the cigaret prevents it from burning too far down.

The Singin' Mike

A new unit that has tremendous child appeal is the Singin' Mike, made by the Goody Manufacturing Company. It sings, it hums, it broadcasts and plays trumpet music. Demonstrators and pitchmen should find them fast movers, especially during the spring and summer school vacation period, for their cost is very low.

Unique Watch Lighter



One of the newest novelties in pocket lighters is the watch lighter. Has all the outward appearance of a high class pocket watch. Case is of chrome finish with engine turned dial. Operated easily by depressing the stem and crown. Available with the popular lapel cords for summer wear. A special feature is an attractive salesboard deal with six of the new watch lighters. Offered thru Joseph Hagn Company.

Mickey Mouse in Beetleware

That the attractive Beetleware is becoming increasingly popular in the premium field is exampled by the Beetleware Mickey Mouse cereal bowl—given free with the purchase of one package of Post's Bran Flakes and Grape-Nut Flakes—is the new premium now being used by General Foods to get the heaviest cereal-selling months of the year off to a flying start. This is the most expensive premium ever given away by General Foods in a two-package cereal deal, according to Carl Whiteman, vice-president of General Foods. The deal is packed in a convenient unit case made up of 12 packages each of the two Post cereals and 12 of the Mickey Mouse bowls. Included in the case is a special three-color counter carton which displays the bowls attractively, describes the offer, and contains a blank space where the combination price can be filled in.

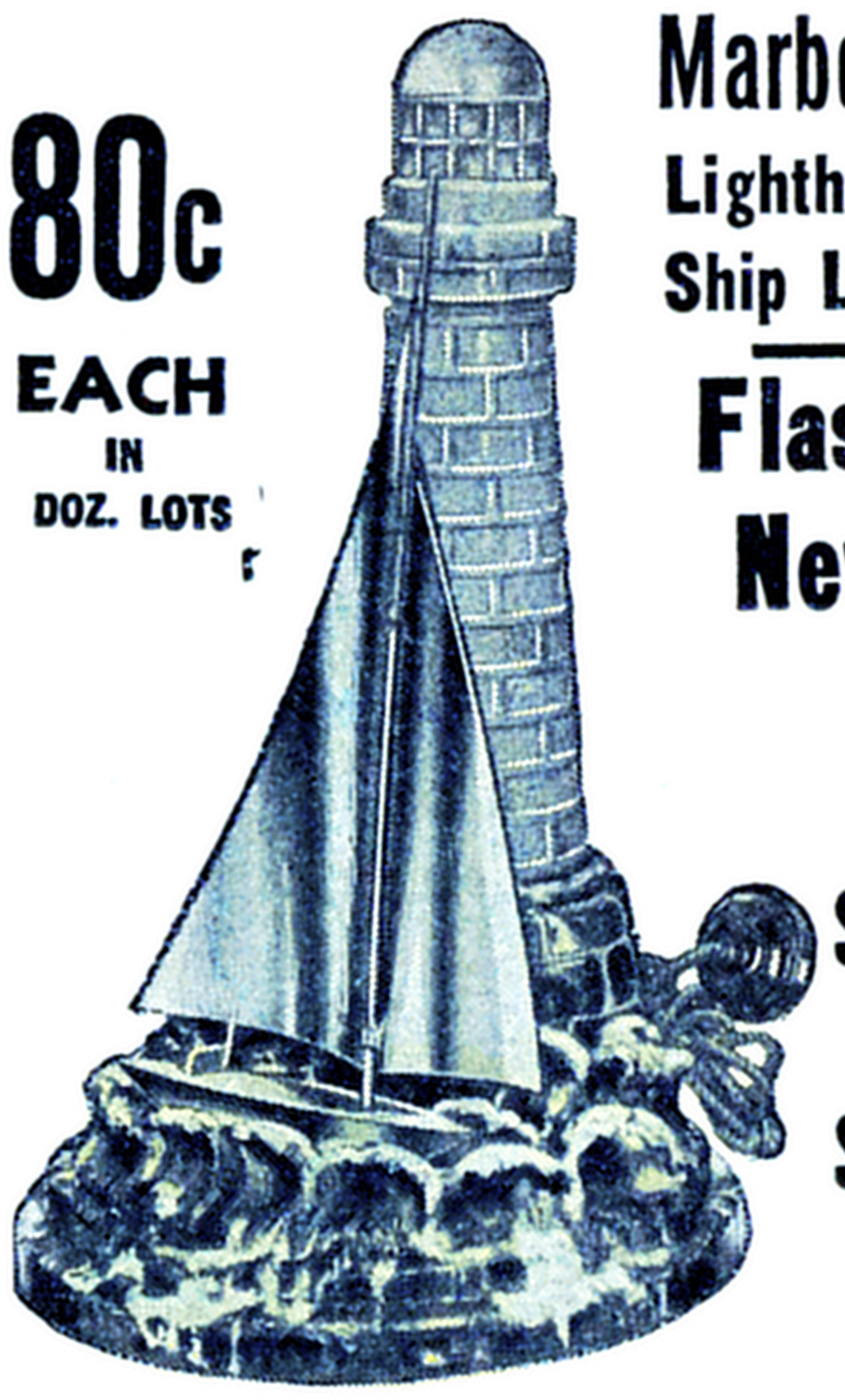
CRANELANDS'——

(Continued from page 102)

display and action. The effect has been to bring the public in in great numbers.

The complete attraction, as one of the leading Craneland owners reports, is a fine display of class merchandise. It is his belief that it is the better merchandise which the men are using at this time which has brought the public to the Cranelands and which will keep them there as long as they abide by the demand for this finer quality merchandise.

Also interesting to note in the Cranelands is the variety of persons attracted. Both young and old fraternize in these places. There is no loud ballyhoo in the majority of these spots and there seems instead to be a deep concentration on playing the diggers. A tenseness is immediately apparent to the newcomer entering the Cranelands for the first time.



1936 SENSATION!

80c EACH IN DOZ. LOTS

Marbeline Lighthouse Ship Lamp

Flashy! New!

Sells on Sight!

Realistic effect—water dashing on rocks—boat swooping through waves. Equipped with Standard switch socket to fit 7½ Watt G. E. bulb and frosted glass tower. Sample 90c.

25% Deposit on all C. O. D. Orders.

VICTOR SALES CO.
110 SO. WELLS ST. CHICAGO

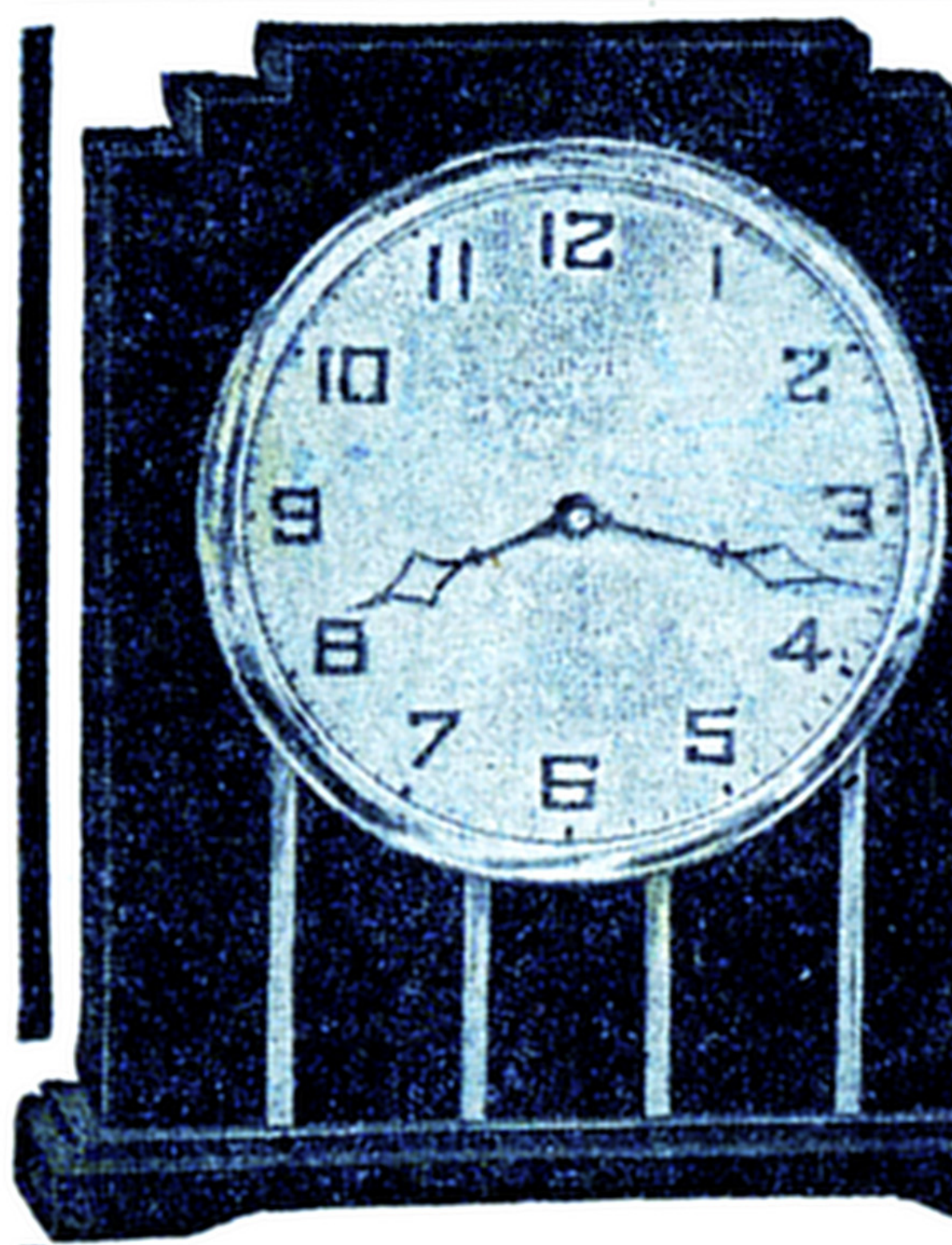
LOOK! PEOPLE NOW TURNED INTO STATUES

Absolutely Life Like Natural Colors
SIZE 9 INCHES HIGH

MAN WHAT A SELLER!

Ordinary snapshot or other photo of adult, child or pet magically transformed into a life-like, natural-color miniature statue. Marvelous process retains every detail of character and natural expression. Just like seeing the person before your eyes. Practically indestructible. REAL SELLING SENSATION. Millions of prospects. Amazing low price makes it possible for everybody to buy. Women want Pictorial Statues of loved ones for their homes. Men want them of wives, mothers, sons and daughters for their office desks. Almost every sale leads to two more. No competition. Few orders daily pay you up to $55 weekly. Get details free or better still send 75c for sample with complete outfit and selling plans. No risk. Money back guarantee.

PICTORIAL STATUES OF AMERICA,
Dept. 15-A, Janesville, Wis.



$1.60 Ea.

In Doz. Lots.

Send $2.00 for Sample.

NEWEST IN GILBERT CLOCKS

Modernistic Upright . . . Jet Black with Nickel-Plated Decorations. 5-Inch Metal Dial with Embossed Numerals. Guaranteed 50-Hour Lever-Driven Movement. Size, 9x7¾ Inches.

25% deposit with orders, balance C. O. D.
Send for Catalog.

J. C. MARGOLIS
912 Broadway, NEW YORK CITY

"THE HOUSE OF WATCHES"

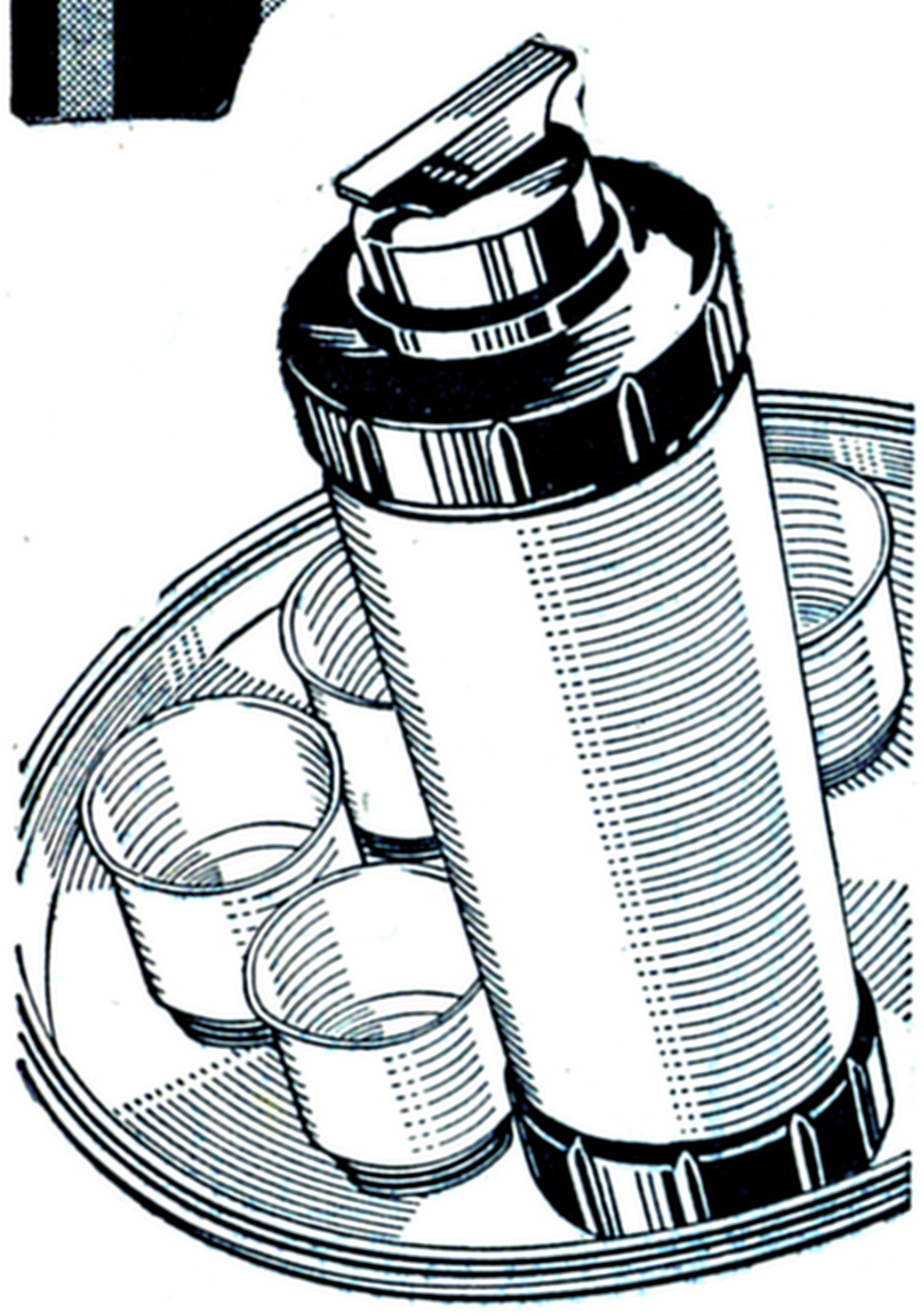
JEWELED LADIES BAGUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds

SPECIAL: No. 111—Modeled From a $300 Article. In ½-Doz. Lots. Ea.. **$5.00**

No. 302—Beautiful 12 Size OCTAGON POCKET WATCH, with Raised Gold Letter Dial, with 6-Jewel, Brand-New Palfran movement. WONDERFUL FLASH. For a Limited Time Only. In Lots of 25. Each............. **$2.25**

In Dozen Lots. Each..$2.35.
Samples, 50c Extra.
25% Deposit, Balance C. O. D.
Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.

FRANK POLLAK
86 Bowery, NEW YORK CITY



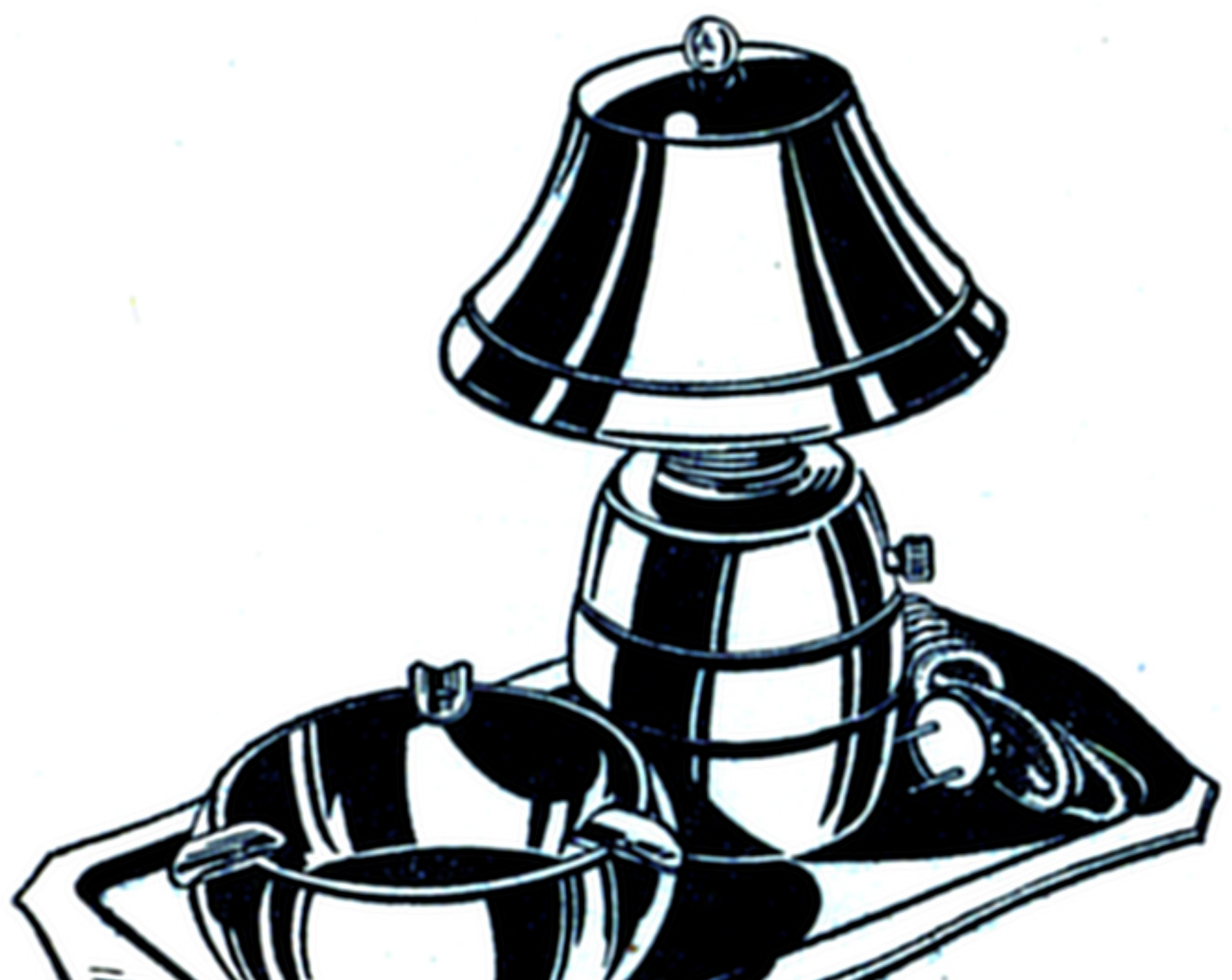
PRIZES

Cocktail Sets

The latest design in modern Cocktail Sets—a most popular size for salesboards or games. Made up in Satin-Ray aluminum or sparkling chromium.

SHAKER HAS BAKELITE TOP AND BOTTOM.

The new Tipple Tumbler (Cocktail Shaker) has a rich, black bakelite top and bottom, which protect the hands when mixing drinks. Non-clogging top screws on—will not fall off. Three-pint capacity. Cherry red cap tops the pleasing aluminum and bakelite ensemble. Trays and cups to match.



Burgundy Smokers' Sets

New, rich Burgundy finish by West Bend. It is a rich brown on solid copper with burnished edges to give a pleasing two-tone color effect. The above set consists of man's size ash tray 1¾" deep, glow lamps 8¼" high and a service tray approximately 7x12". Other smoker sets available in light or dark finishes.

Write your jobber for details on our complete line of new gift ware prizes—also aluminum utensils. If your jobber cannot supply you write us direct for bulletins!

WEST BEND
Aluminum Co.
Dept. 634, West Bend, Wisconsin

NOTES from SUPPLY HOUSES

Reskrem Silver Manufacturing Company, maker of badges, buttons, etc., reports daily sales of portrait buttons and badges running into the thousands in connection with the many current political campaigns. "But few portrait buttons," states the company, "were made in this country until the beginning of the 19th century. In 1812 Aaron Benedict began the manufacture of ivory buttons. In 1875 the first real commercial success was obtained in the production and marketing of composition and photo buttons." Today the Reskrem people turn out thousands of buttons daily for election campaigns, fairs, conventions, parades and other special events. The buttons are usually of celluloid and range in size from an eighth of an inch to around two and a half inches in diameter.

H. Pakula and Company are distributors in the Midwest for an excellent line of the recently popularized lapel watches. The watches have open backs, exposing the working parts to view, a feature heretofore confined to the more expensive makes. The watches are fitted with small-sized chrome-cased New Haven movements, set into attractive frames of non-breakable plastic composition. Colors available include clear crystal, onyz black, tortoise shell, marine blue, Chinese red, jade green and an opaque white.

An unusually good novelty item is seen in the Poo Poo Pillow, sold thru Nalpak Company, a real hit with the parlor jokester and an item that lends itself to good demonstration. A real laugh-getter. Men working fairs, carnivals, etc., should find it a profitable, fast mover.

To commemorate the occasion of its 25th birthday (the company was founded at West Bend, Wis., in 1911) West Bend Aluminum has issued an aluminum medallion about the size of a half dollar. In relief on one side are three of the company's outstanding products. On the other side is a list of the products West Bend has pioneered and developed. Among the latter are the Waterless Cooker, brought out in 1920; thick sheet (8-gauge) aluminum for sauce pans and Dutch ovens, which would cook with little or no water; the Kwik-Drip coffee maker, introduced in the late '20s; the electric tea kettle and a line of high class aluminum giftware that includes cocktail shakers, highball sets, coffee making sets, smoking sets, luncheon service sets, trays, glow lamps, bowls, etc.

The Dr. Townsend pictures being marketed by the Gair Manufacturing Company are moving fast, according to word received from Chicago. It is interesting to note that there are said to be more than 7,000 Townsend Clubs in the country, with membership running from 100 to 2,000 each. Men contacting these clubs find a brisk demand for the pictures. Likeness is from an original painting by Frederick Webster, 11x14 in size, and done in natural colors.

Caliente Ware, the fast-selling Mexican-designed novelty and gift items currently featured in leading department stores, is now available to readers of *The Billboard* thru Kindel & Graham supply house. Their line includes 12 different designs in sandwich trays, hors d'oeuvre dishes, cheese plates, etc.

Oscar Kaufman & Bros., Inc., importer and wholesaler of toys and novelties as well as premium merchandise, is introducing a new and complete line of dolls and novelties for the concession trade. Kaufman is well known in the field, having been identified a number of years ago with a concern specializing in merchandise for the concession field.

M. Hanfield, manager of the Standard Doll Company, states that indications point to a lively season for dolls of the French Flapper type. All along the line,

FLASH!

ACTUAL SIZE 31" HIGH ★

CARIOCA DOLL (MISS TEXAS)

THE BEST FLASH ITEM IN YEARS • TAKING THE COUNTRY BY STORM

A "NATURAL" for the TEXAS CENTENNIAL ●

- The Carioca Doll (Miss Texas) is an appealing, eye-catching riot of color. There's a devil-may-care black felt sombrero on her head over a bright red Celanese Silk Bandana. The head is movable. Her face is smartly, all hand-painted. She wears a bright yellow organdy blouse with a flashy red celanese silk jacket and sash. Her pants are a gleaming black celanese silk with a colorful ball trim and braided.
- Miss Texas is a real crowd-stopper . . . without a doubt the greatest doll flash in years. Rush your orders today.

IMMEDIATE DELIVERY.

- We also manufacture a complete line of Boudoir and Toy Dolls in all price ranges.

$24.00 Per Dox.
Individually Boxed
SAMPLE Doll $2.25

25% DEPOSIT WITH ORDERS, BALANCE C. O. D.

BLOSSOM DOLL CO.
45-47 EAST 20th ST. NEW YORK, N. Y.

ATTENTION

JOBBERS—DISTRIBUTORS—WHOLESALERS

- ASPIRIN
- SODA MINTS
- BREATH PELLETS
- CHEWING LAXATIVES

We are direct manufacturers of above products, putting them up on display cards in glassine envelopes; aspirin in tins of 6's—50 to a metal display card; also aspirin 12's in tins, one and three dozens to a display carton; also in bottles of 100.

On Quantity Orders Name Imprinted Free

WRITE AT ONCE FOR PRICES

NATIONAL CERTIFIED ASPIRIN COMPANY
27 West 24th Street, New York, N. Y.

LO BEL
GLYCERINE AND ROSE LOTION
LO-BEL

Earn BIGGER PROFITS!

BUY DIRECT—LOWEST PRICES
A complete and most attractive line of Cosmetics and Toiletries, beautifully labelled and packaged. Sells on sight. Lotions, Shampoos, Perfumes, Tooth Paste, Shaving Cream, Mouth Washes, etc.
OVER 300% PROFIT
Money back guarantee. Write for new price list today.
DR. HILL LABORATORIES, 180 N. Wacker Dr., Chicago

SPRING SPECIALS

3-Oz. Brilliantine . . . . 45c doz.
8-Oz. Imitation Flavors . . . 70c doz.
3-Oz. Shampoos . . . . 40c doz.
2-Dram Perfume, Gold Foil Boxed, 12 Misc. Odors . . 55c doz.

25% Deposit, Balance C. O. D.

NEW WATCH VALUES

Complete Line of Imported Watches, Trade Mark "DU BARRY," NEW and Absolutely guaranteed NO REBUILTS. Order To-day. Send for Circular. It's FREE.

BUY DIRECT FROM IMPORTER

Rectangular Wrist Watch. 411. $3.00
Baguette Wrist Watch. 014. $3.75

★ H. A. JEFFREY, 170 BROADWAY, NEW YORK, N. Y.

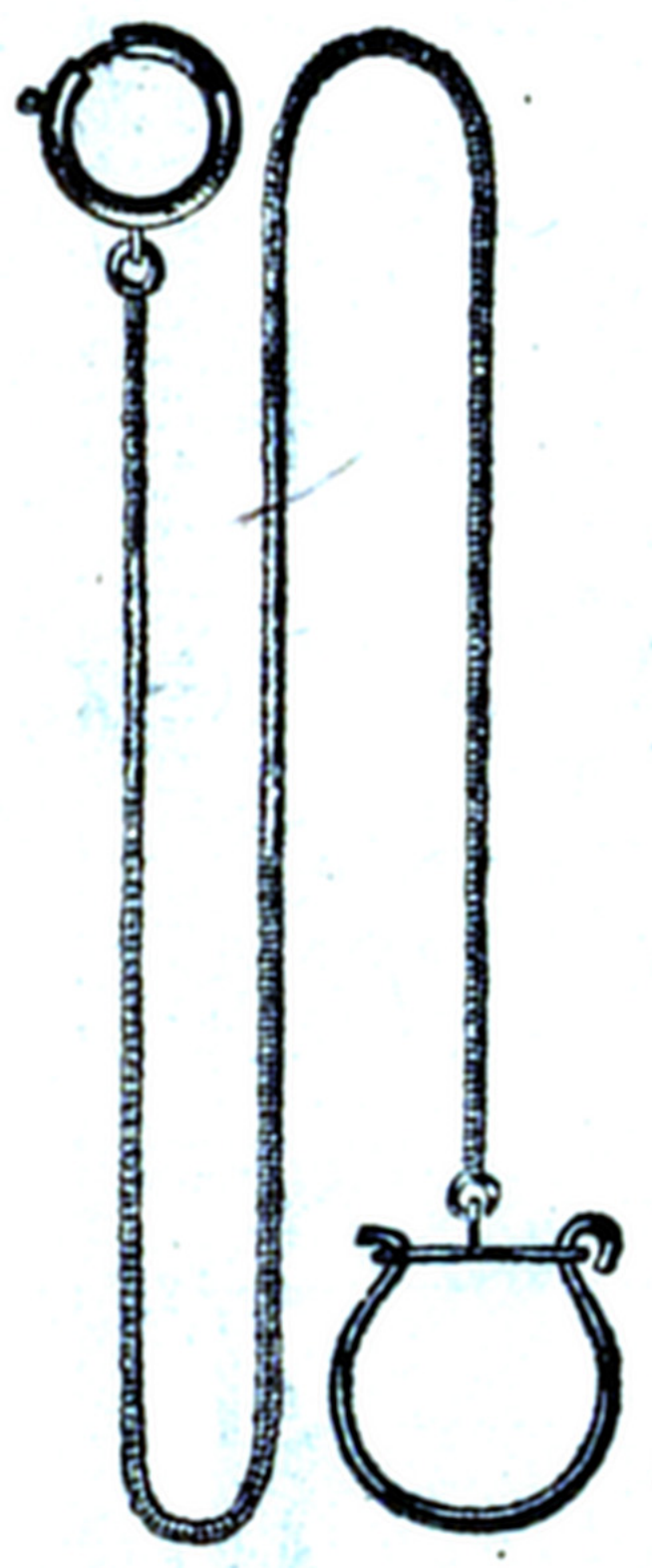
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

• *save money*

BUY DIRECT *from the* **MANUFACTURER**

RABBIT'S FOOT
Lucky Charm
$9.00 GROSS
$7.50 GROSS IN 10 GROSS LOTS

Real Genuine
RABBIT'S FOOT
Lucky Charm
KEY CHAIN
$12.00 GROSS



Rhodo Plate
18" Fox Tail
KEY CHAIN
$18.00 GROSS
In Five-Gross Lots

We do not send Samples or Catalogues. Our Merchandise is guaranteed satisfactory or money refunded. Send half deposit, balance C. O. D.

NOYES MANUFACTURING COMPANY, Inc.
63 FULTON STREET
NEW YORK

NEW ITEMS REVIEW

As a service to carnival concessioners, managers of tent rep shows and the various outdoor enterprises taking to the road this spring we are republishing a number of the writeups that have appeared under New Items in the Wholesale Merchandise Department during the past several months that we feel will be of particular interest to outdoor show people using prizes, premiums, novelties, etc. Your inquiry regarding any of these items will be forwarded promptly to the manufacturer. Be sure to include your address for at least two weeks ahead.

100% Safety and Privacy For Monogramed Handbags

"Miss America" is the name given a new line of handbags produced by Halvorsen, of Chicago. These new bags, which are sold with the purchaser's monogram individually engraved in 22-carat gold, are made of natural grain, black or brown steer hide.

Pointed out as an outstanding feature of the "Miss America" bag are the two separate Talon Zipper compartments. A special sales drive, pushing the bags as ideal gifts for the ladies, is under way.

Man-Appeal in New Lamp

A base formed by a handy memo pad with pencil and a thermometer, together with a simple yet attractive shade, make the lamp combination, which is said to have great appeal to men everywhere. This new lamp is manufactured by the Cooper Oven Thermometer Company and was but recently introduced to the premium market.

New Will Rogers Bust

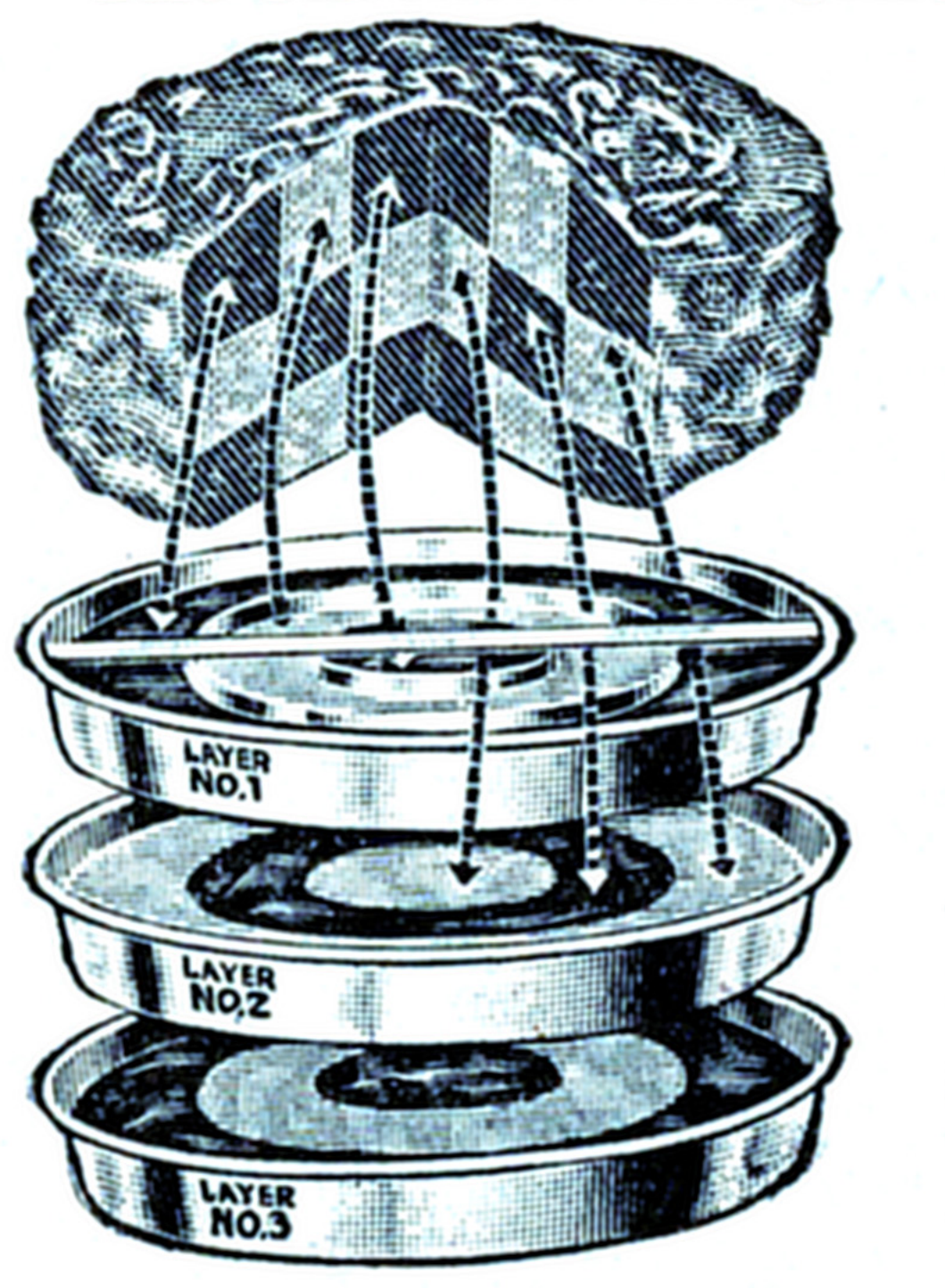
Vogue Products Company are manufacturers of the Will Rogers bust, a finely sculptured figure of one of America's best loved public characters. They are finished in antique ivory or bronze, made of Italian alabastine. Standing eight inches high, they make excellent book ends, etc.

Another attractive item, manufactured by the same company, is its low-priced De Luxe Fountain Pen Set. Ensemble includes an all-chrome sail boat, mounted on heavy celestial blue glass with pen set in movable socket.

"Bomber" in Production

Gair Manufacturing Company reports that it is now in production and ready to ship its new lifelike 12-inch statuettes of the Brown Bomber, and judging from compliments received after shipping a few advance orders it really looks like this number is "going places." This statuette is a real honest-to-goodness realistic work of art. The firm also reports good repeat business on its Fan Dancer, Mae West and Beach Queen dolls. This is especially noticed since the firm improved the designs and began using attractive cellophane wrappers.

Novel Cake Pan Set



The Checkerboard Cake Pan Set, shown here, was originated by the Geuder, Paeschke & Frey Company, a Mid-western concern, and has created quite a flurry among premium users. It can be used for baking both a checkerboard and neapolitan cake.

Ash Tray-Cocktail Holder

The Ash-Coasta is a clever combination ash tray and cocktail holder made of a hard durable composition with a burn-proof ash tray. It measures eight inches long and comes in sets of three, attractively boxed. Here is an item

(Continued on next page)

SUPPLY HOUSE NOTES—

he states, the demand is leaning towards flappers. Looking back over a period of years, since the first flapper, known as the cigaret flapper doll, appeared, the trade has made wonderful strides, until today this type doll is regarded as a boudoir decorative art object, is evidenced by the fact that leading department stores include flappers in their Decorative Arts Department.

Business must be good for M. Marcus. He has just taken larger quarters in the same building to provide room for increased production and more office space. The firm manufactures a complete line of clocks, statues and novelty items.

TIRE PRICES CUT!
on GOOD YEAR GOODRICH·FIRESTONE FISK·U·S· AND OTHER FAMOUS MAKES

Here are the outstanding standard brand tire bargains of the year, repaired by the improved "criss-cross" method and by skilled workmen. You take no risk when you buy from **York, the old reliable tire house** with 19 years of service in this field. Thousands of tire users throughout the U. S. declare our tires give them LONG, SATISFACTORY SERVICE. **Buy Now**—at these reduced prices and SAVE MONEY.

We Receive Hundreds of letters like this
"I bought a 34x4½ of you 2 years ago and it is on my truck yet and good for another year."—John H. Silverthorn, Mich.

$1.85 29x4.40-21
$2.15 28x4.75-19

Don't Delay — Order Today!

BALLOON TIRES

Size Rim	Tires	Tubes
29x4.40-21	$1.85	$0.85
29x4.50-20	2.00	.85
30x4.50-21	2.10	.85
28x4.75-19	2.15	.95
29x4.75-20	2.20	.95
29x5.00-19	2.55	1.05
30x5.00-20	2.55	1.05
5.25-17	2.60	1.15
28x5.25-18	2.60	1.15
29x5.25-19	2.60	1.15
30x5.25-20	2.60	1.15
31x5.25-21	2.90	1.15
5.50-17	2.95	1.15
28x5.50-18	2.95	1.15
29x5.50-19	2.95	1.15
6.00-17	3.10	1.15
30x6.00-18	3.10	1.15
31x6.00-19	3.10	1.15
32x6.00-20	3.10	1.25
33x6.00-21	3.25	1.25
32x6.50-20	3.35	1.35
6.00-16	3.65	1.45

REGULAR CORD TIRES

Size	Tires	Tubes	Size	Tires	Tubes
30x3½	$1.85	$0.75	33x4½	$3.10	$1.15
31x4	2.65	.85	34x4½	3.10	1.15
32x4	2.65	.85	30x5	3.30	1.35
33x4	2.65	.85	33x5	3.40	1.45
34x4	2.90	.85	33x5	3.55	1.55
32x4½	3.00	1.15	35x5		

HEAVY DUTY TRUCK TIRES
(High Pressure)

Size	Tires	Tubes	Size	Tires	Tubes
30x5	$3.70	$1.95	34x7	$9.95	$3.25
33x5	3.75	1.45	38x7	9.95	3.95
34x5	3.95	2.00	36x8	10.65	3.95
32x6	7.25	2.75	40x8	12.65	4.15
36x6	9.00	3.95			

TRUCK BALLOON TIRES

Size	Tires	Tubes	Size	Tires	Tubes
6.00-20	$3.25	$1.65	7.50-20	$5.40	3.75
6.50-20	3.60	1.95	8.25-20	7.60	$4.95
7.00-20	4.85	2.95	9.00-20	9.40	5.65
			9.75-20	12.95	6.45

ALL OTHER SIZES
DEALERS WANTED

SEND ONLY $1.00 DEPOSIT on each tire ordered. ($4.00 on each Truck Tire.) We ship balance C. O. D. Deduct **5 per cent** if cash is sent in full with order. To fill order promptly we may substitute brands if necessary. ALL TUBES BRAND NEW—GUARANTEED—HEAVY GAUGE CIRCULAR MOLDED. Guard against price advances. Order Now. **We agree to replace at half price any tire failing to give 9 months' service.**

YORK TIRE & RUBBER CO., Dept. M-10,
3855-59 Cottage Grove Ave. Chicago, Ill.

Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

S51N—Electric Sandwich Toaster. Ea. 90c
C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set 90c
B33—8-Quart Aluminum Waterless Cooker. Each 98c
S8901—"Reverso" Two-Slice Electric Toaster. Each 90c
B26—Table Flatware Set. (26 Pieces.) Set 95c
B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each .. 95c
B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for April Fool's Day Novelties. **Write for Prices.**

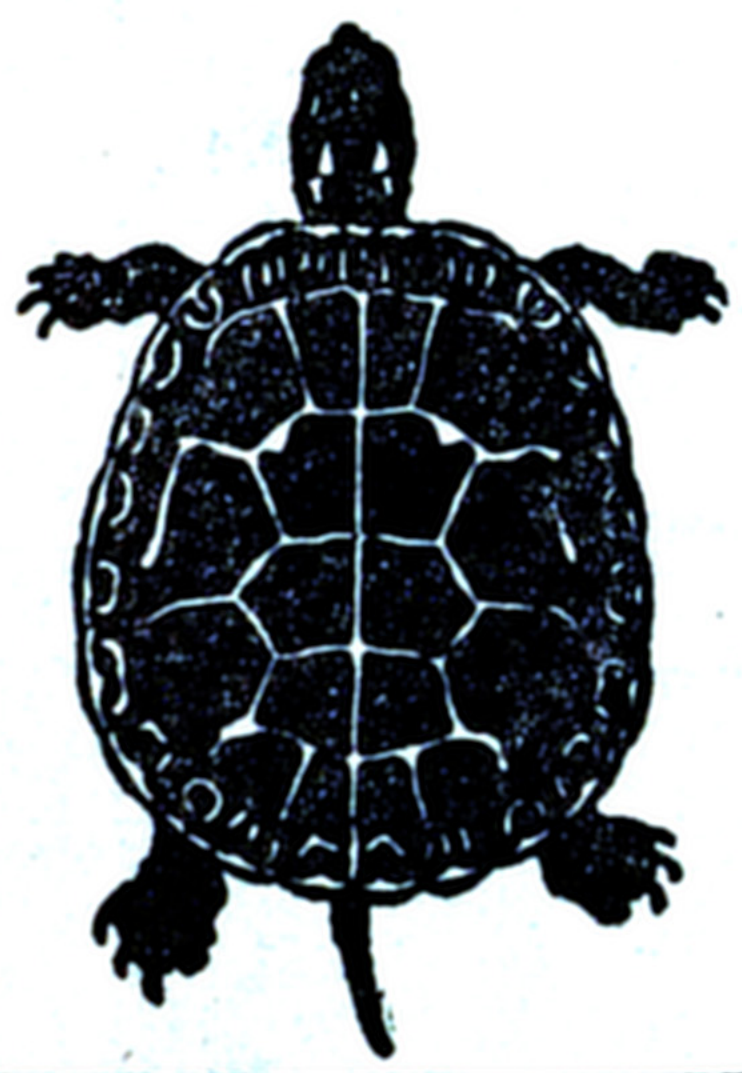
LEVIN BROTHERS
TERRE HAUTE, INDIANA

NEW JUMBO CLOWN DOLL 27" Sateen Material, Dressed in two-color combination. BIG FLASH. Also Dutch Boy Doll dressed in felt costume. **$7.80** 70c EACH. PER DOZEN.....

FUR MONKEYS—Metallic Hat, height 8". Per Gr.	$ 4.00
FUR MONKEYS—Metallic Hat, height 9½". Per Gr. ..	7.20
Plumed Celluloid Doll with Earrings, Necklace, Top Hat and Small Cane. 8¼" over all. Per Doz., $1; Per Gr.	10.50
Bamboo Pennant Canes. 65c per 100. Per M.	6.00
Men's Bamboo Parade Canes. 75c per Doz. Per Gr.	8.40
Men's Hardwood Walking Canes, Mahogany and Maple. $1.30 per Dozen. Per Gross	15.00
Silk Parasol, 25" spread, asst. patterns. $1.30 Dz. Per Gr.	15.00
Silk Parasol, 28" spread, asst. patterns. $1.60 Dz. Per Gr..	18.00
Swagger Canes, assorted. Novelty Handles. Per Gr.	6.75
Lash Whips, Braided, Bright Colors, 60". Per Gr.	6.50
Novelty Balloon Asst., high colors, beautiful prints. Per Gr.	2.50
Miniature Straw Hats, 4 in a nest. Per Gr.	4.00

25% Deposit With Order, Balance C. O. D.
Write for Catalog of Premium Merchandise and Toys.

OSCAR KAUFMAN & BRO. INC.
630 Ninth Ave. (Bet. 44th and 45th) New York City



BABY TURTLES — PAINTED

In 6 Colors—Red, White, Blue, Green, Yellow and Tan, beautifully decorated with a Red Rose or Animal Designs. Guaranteed Water Proof. The Turtles are so attractive that people cannot help buying one or more. Most everybody wants one. **The Biggest 25-Cent Value.** A Living Souvenir that can live 100 years. Big demand. Here is your chance to get some real money selling Baby Turtles with very little investment.

$10.00 per hundred; monogrammed, if names are not too long, on the backs of the Turtles, $11.00 per hundred. Turtle Food 40 cents per dozen packages. A container is included for each Turtle at the above price, F. O. B., Baton Rouge. Weight per hundred, five to seven pounds. Size about 1½"x2". Sample dozen, $1.50 Postpaid.

BATON ROUGE TURTLE COMPANY,
302 NORTH BOULEVARD, BATON ROUGE, LA.

LOWEST PRICED HOT DOG STEAMER

America's Greatest Values in Hot Dog Steamers, Griddles, Donut Bakers, Etc. Sells on sight to Restaurants, Wayside Stands, Amusement Places. Year Guarantee. PAY EVERY DAY. No experience needed. Write

FREE — Complete Illustrated Sales Outfit. Send for It Today.

GENERAL EQUIP. CO., Dept. 170
626 Tower Grove, ST. LOUIS, MO.

No. 135

1
41
81

SERIAL PADDLES

SMITH PRINTING CO.
1324 WALNUT STREET
(P. O. STA. V-BOX 12)
CINCINNATI, OHIO, U. S. A.

SERIAL PADDLES

WAXED FLOWERS
Best Quality Imported. All Colors.
No. 77 — GEORGINE, $27.50 per 1,000; $3.00 per 100.
No. 80 — DAHLIA, $25.00 per 1,000; $2.75 per 100.
No. 15—ROSE, $22.50 per 1,000; $2.50 per 100.
Sample Box of 100 Georgines, Dahlias and Roses sent postpaid for $3.00.

FRESH MOUNTAIN LAUREL, 15c per lb. Any Quantity. Prepared Foliage for all flowers, large bunch, $1.

We have a complete line of all Flowers, Wreaths, Sprays and Flags for Easter, Mother's Day and Memorial Day. Complete Sample Assortment of all Flowers Sent Postpaid for $1.00. 25% deposit with orders, balance C. O. D. Send for Free Catalog.

FRANK GALLO
Importer and Manufacturer,
1429 Locust St., ST. LOUIS, MO.

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.

16 Size, Cased in loco or Engraved:

7 Jewel	$2.75
15 Jewel	3.75
17 Jewel	4.75

12 Size, Cased in Round, Octagon or Engraved:

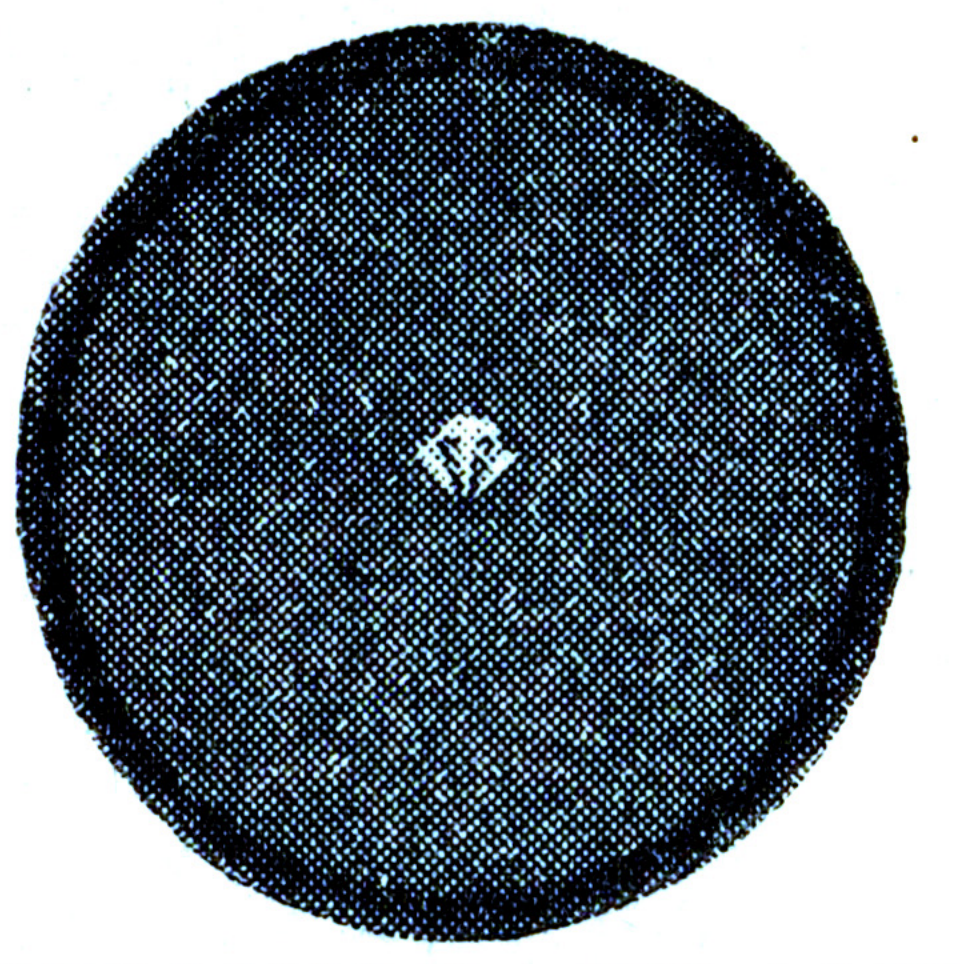
7 Jewel	$3.25
15 Jewel	3.75
17 Jewel	4.75

20% Dep't, Bal. C. O. D.
Send for Free Catalog.

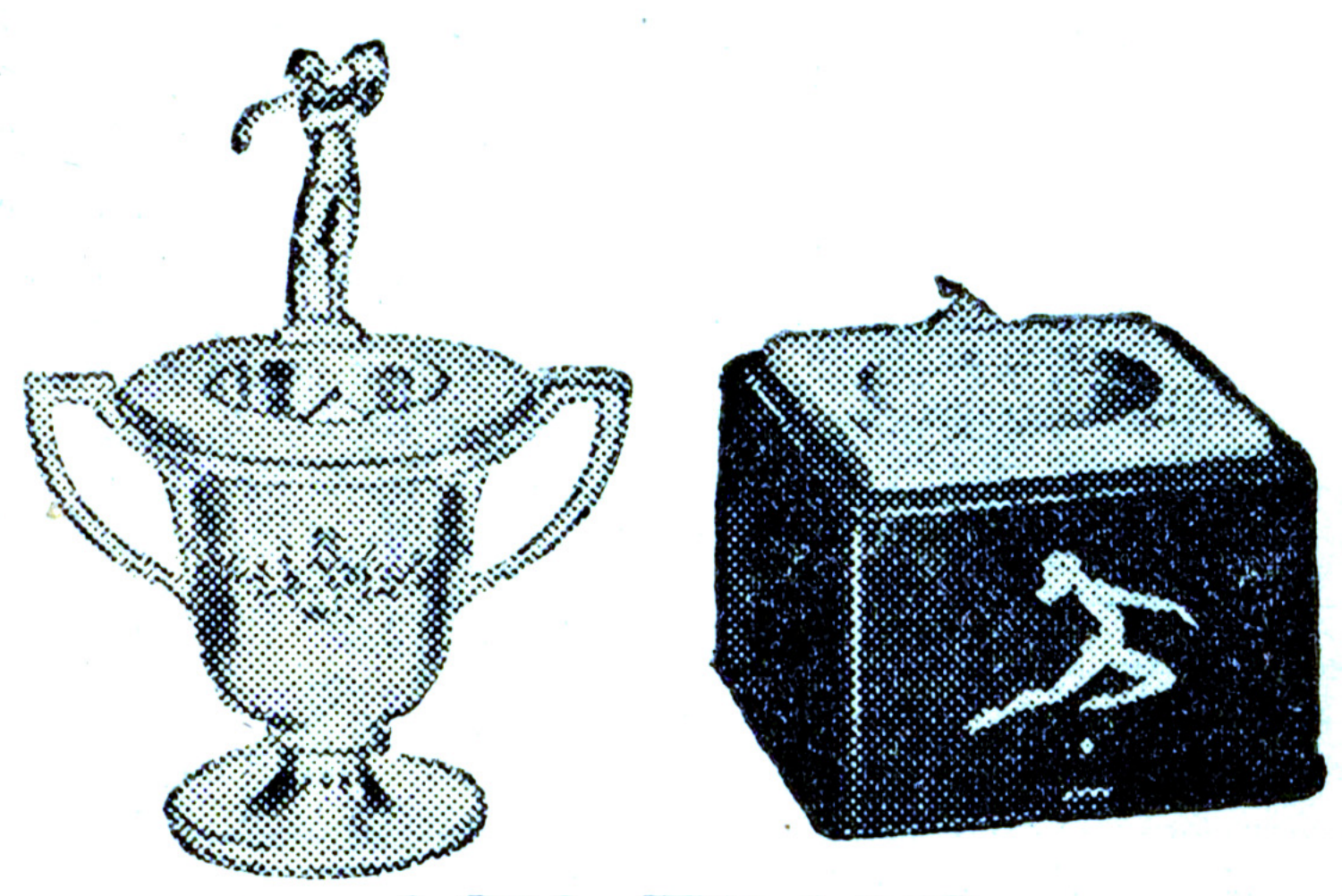
THE NEW YORK JOBBERS
74 BOWERY, . . . New York, N. Y.

PERFUMES LOTIONS **PIE FILLERS EXTRACTS**
BULK OR PACKAGED. WRITE FOR PRICES.
MODERN LABORATORY CO. Inc.
114-16 S. Third St., ST. LOUIS, MO.

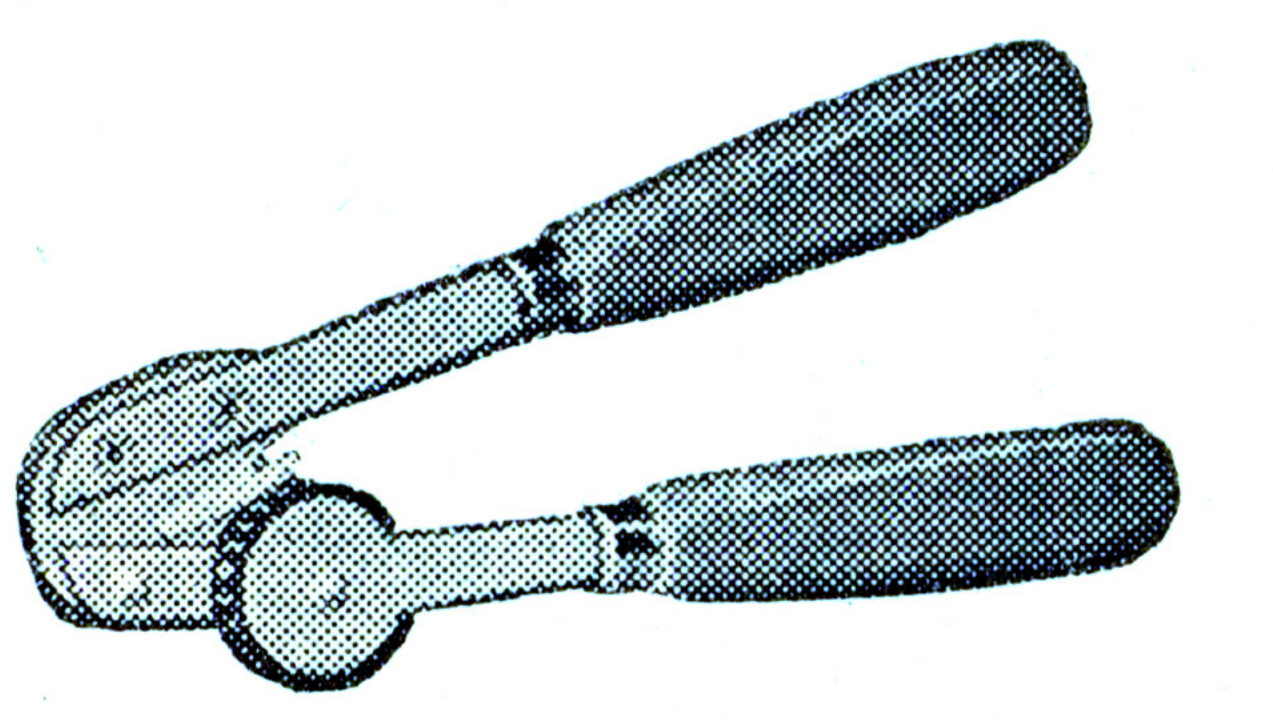
REMARKABLE PREMIUMS • VALUES



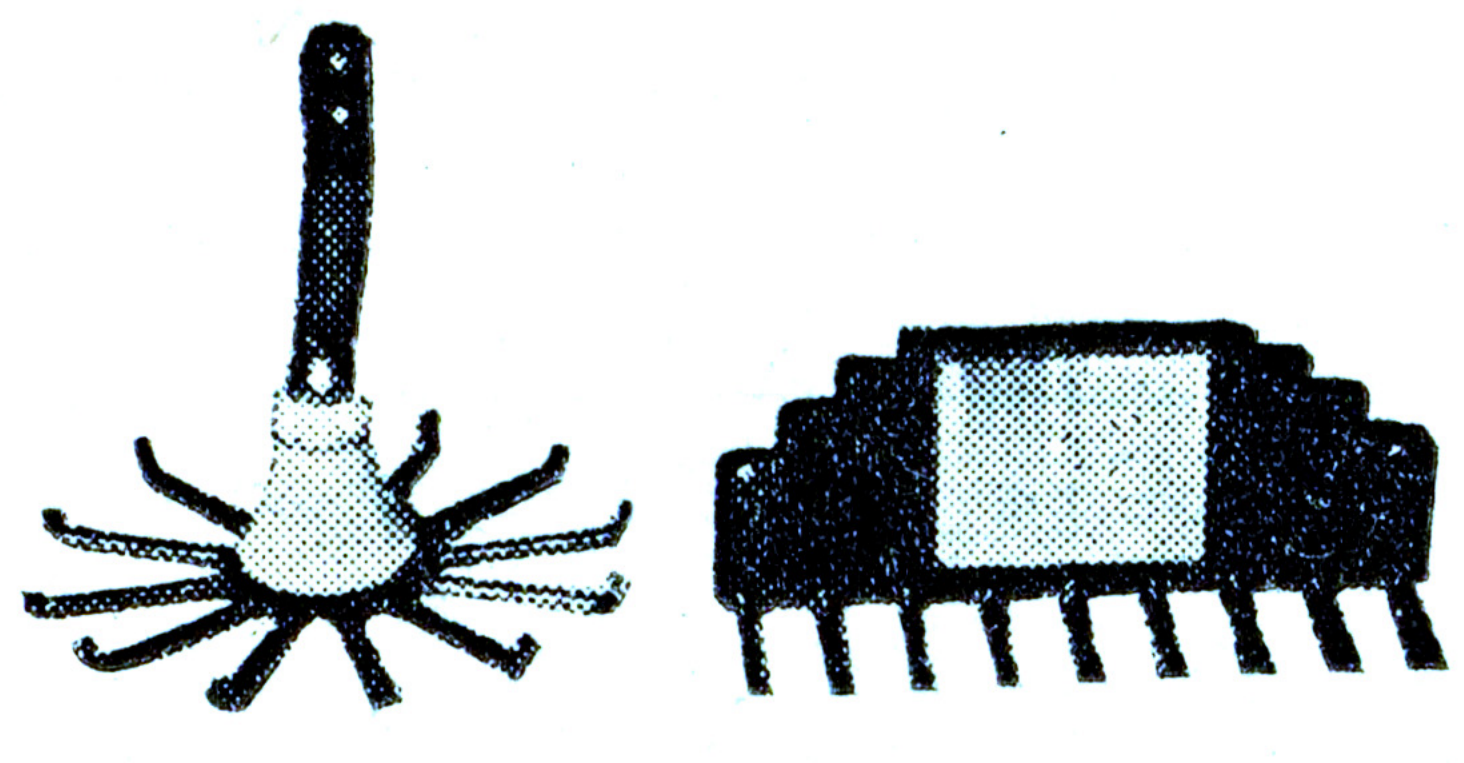
SERVING TRAYS



ASH TRAYS



CAN OPENERS



TIE RACKS

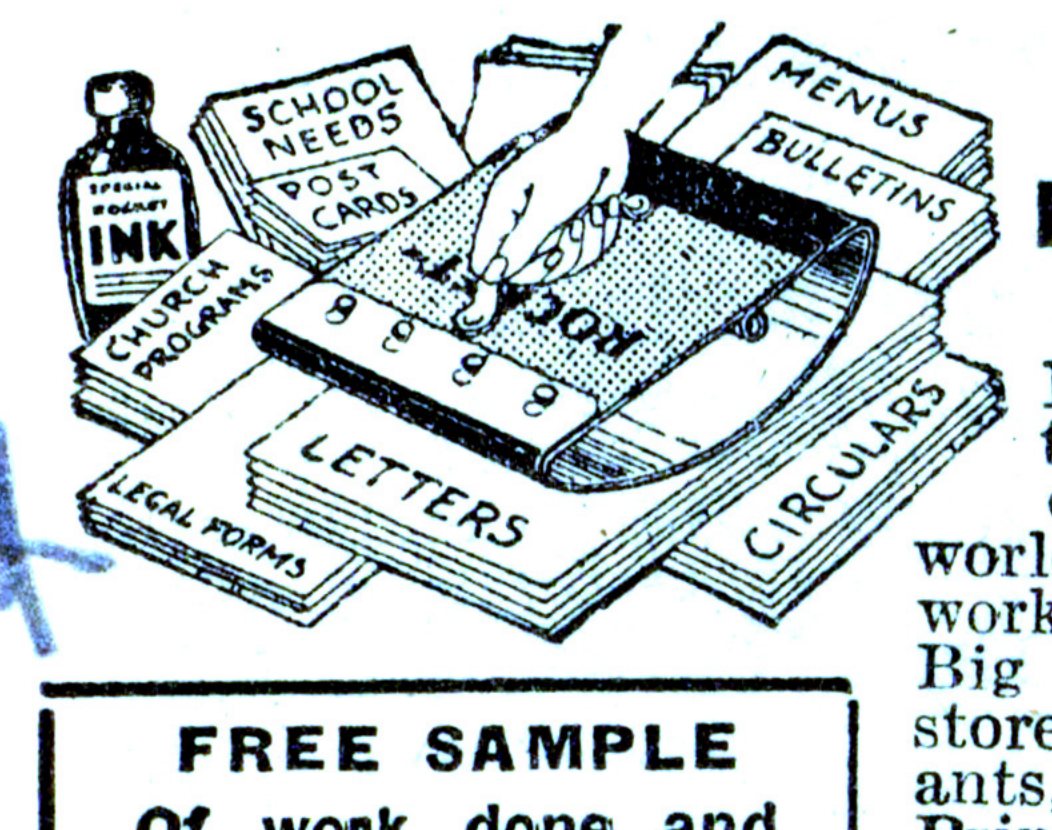
WRITE FOR COMPLETE CATALOG AND PRICES

PRECISION METAL WORKERS
3100 CARROLL AVE.
CHICAGO ILLINOIS

THE NATION'S SELLING SENSATION!

Full Size LETTER DUPLICATOR

$3.00 COMPLETE



Ideal for Mail Order Operators

Lowest priced full letter size Stencil Duplicating Machine in world! Does same type work as $150 Machines. Big demand from office, stores, factories, restaurants, churches, etc. Prints in a jiffy in one or more colors: letters, letterheads, advertising, menus, circulars, art work, etc. Complete with ink, stencil supply and full directions. Lasts lifetime. Simple, a child can operate. BIG PROFITS TO YOU selling everywhere. Enormous repeat sale of supplies. Territories open for live wires. Write or wire for details.

FREE SAMPLE
Of work done and index of 1,001 uses—if you write quick.

ROCKET DUPLICATOR CO.,
Dept. BB-872, 3317 Madison Rd., Cincinnati, O.

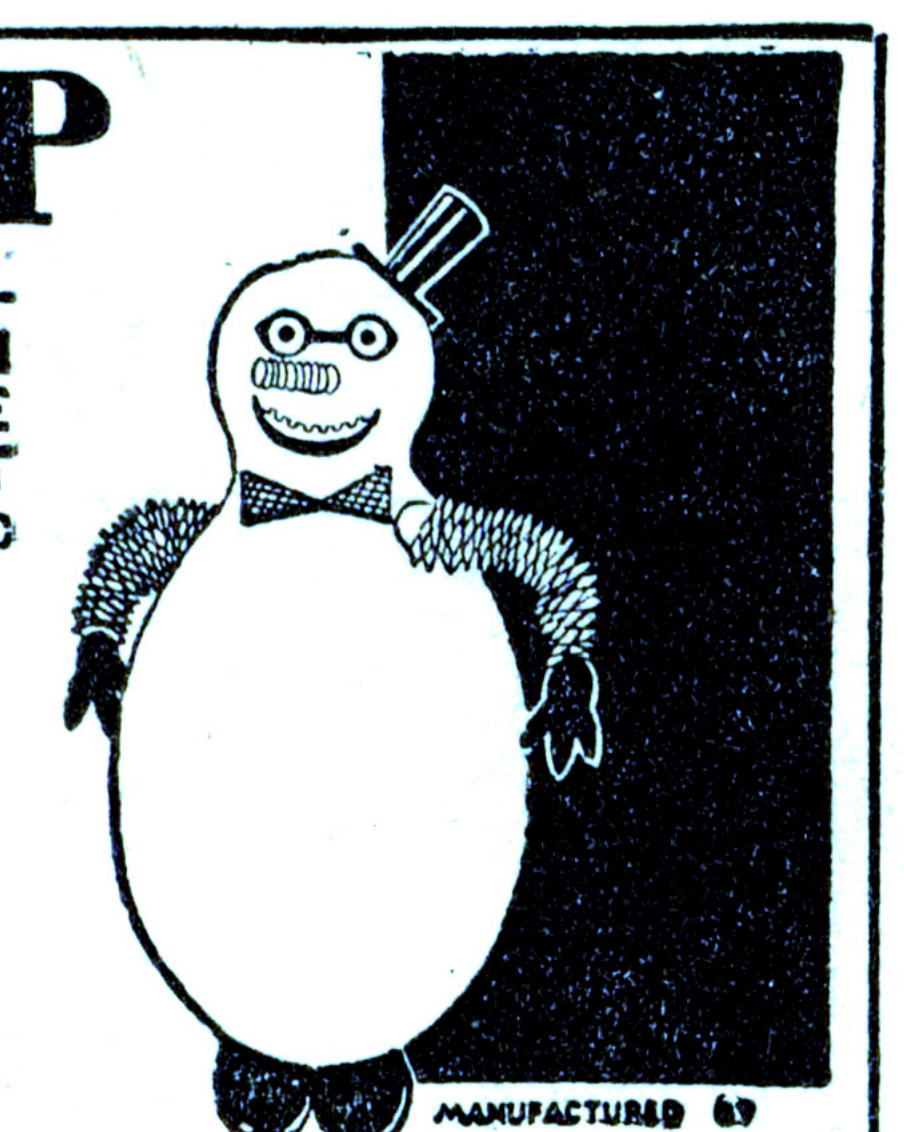
Dr. NIP

THE BIGGEST BALLOON FLASH IN THE COUNTRY. THE ONLY TOSS-UP THAT WILL BRING 10c EACH RETAIL.

PRICE

$4.25

PER GROSS, F. O. B. N. Y.



In Quantities of 10 Gross or More, Freight Prepaid Anywhere in U. S. or Canada.
TERMS: ½ Deposit With Orders, Bal. C. O. D.
3 Samples, 25c, Prepaid.
Manufactured by

UNITED BALLOON CO.
125 5th Avenue, New York, N. Y.

WE
THANK YOU
CALL AGAIN

Sell these nationally known famous 9"x11" Blue Signs. FOR QUICK DELIVERY Send $3.00 for 100 Best Sellers, selected from over 600 varieties. 2 Free Signs with each and every $1.00 purchase. YOU PAY PARCEL POST ON 7 Lbs. (Ask Postmaster). Each easy sale puts a splendid cash profit right in your pocket. Get started, NOW! Write.

KOEHLER BLUE SIGNS
335 Goetz Ave., St. Louis, Mo.

which is an excellent premium number—a popular prize—and very inexpensive. Charles Ufert is distributing it in the East and reports large sales.

"Mickey Mouse" Phone

The colorful figure of Mickey Mouse has been identified with practically every variety of commercial product. And now Mickey has been assigned to the job of acting as the main portion of the body of a new toy telephone for kiddies.

Mickey's outspread legs reach two sides of the realistic-looking dial and his shoulders hold up the speaking and receiving ends of the French phone above him. This "Mickey Mouse" telephone is made by the N. N. Hill Brass Company.

The Eastern sales agents for the phone are Riemann, Seabrey Company, and the Pacific Coast agents are the Standard Toy Agencies

Pull-Chain Feature of Clocks

The same type of a pull-chain, which has been in use for years on lighting fixtures and other types of electrical equipment, is now employed in the new "Artlarm" clocks, manufactured by the New Haven Clock Company.

To wind these new clocks it is merely necessary to pull the chain, just as one would in pulling the chain of an electric fixture to light the bulb. The New Haven Clock Company reports that its new slogan, "Just Pull to Wind," has taken well with the trade and has been commented upon as having strong consumer appeal.

New Style Coal Oil Lamp

The Manufacturers' Outlet Syndicate is marketing a new-style coal oil lamp that has all the appearance of an expensive electric lamp. Has a 16-inch brown parchment shade with black pottery base. Lamp is 20 inches over all. Shade rests on collar of lamp base instead of on the chimney, eliminating fire hazard and scorching. Can be purchased for the price of an ordinary glass kerosene lamp. Has proved a sensation wherever exhibited.

Pop-Eye Lamp

One of the newest and cleverest lamps to appear recently is the Pop-Eye lamp. The metal base has a figure of Pop-Eye painted in colors, and the parchment shade carries out a color scene between Pop-Eye and Olive Oyl, characters familiar to comic-strip fans. Should be a popular seller. Especially attractive to parents and children. Inquiries will be forwarded promptly.

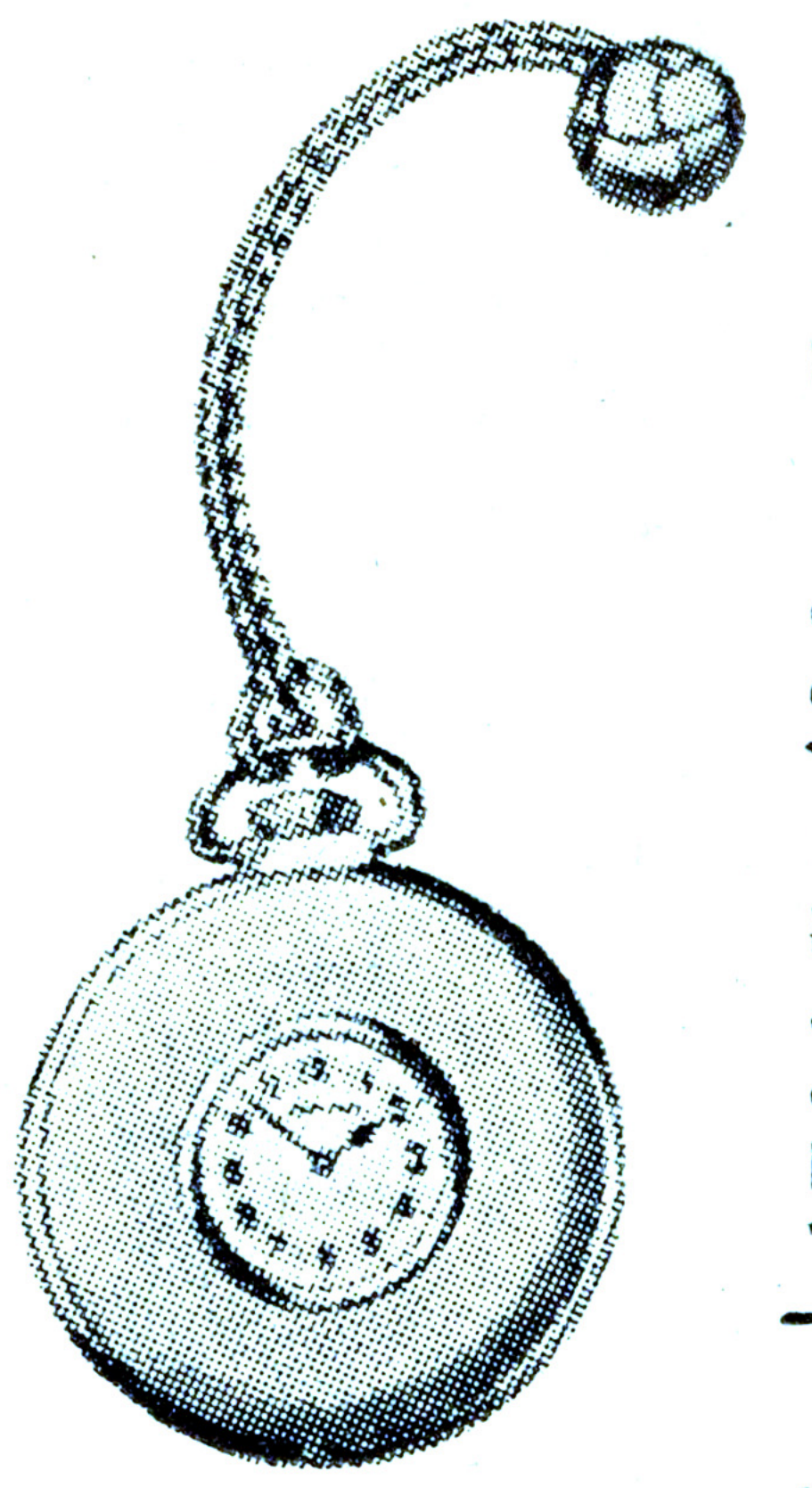
Toaster for Double Duty

Lee Florsheim, Inc., are sole distributors of the new Grillette combination waffle iron and sandwich toaster. A special asbestos plate takes care of the difference between the amount of heat required by the two units. The grill part, with grease cup and all, will toast a double-decker sandwich, fry bacon and eggs, etc., and can quickly be shifted to the grill surface necessary for waffles. Operates on AC or DC current. Has flash, novelty and appeal needed for good premium or digger item.

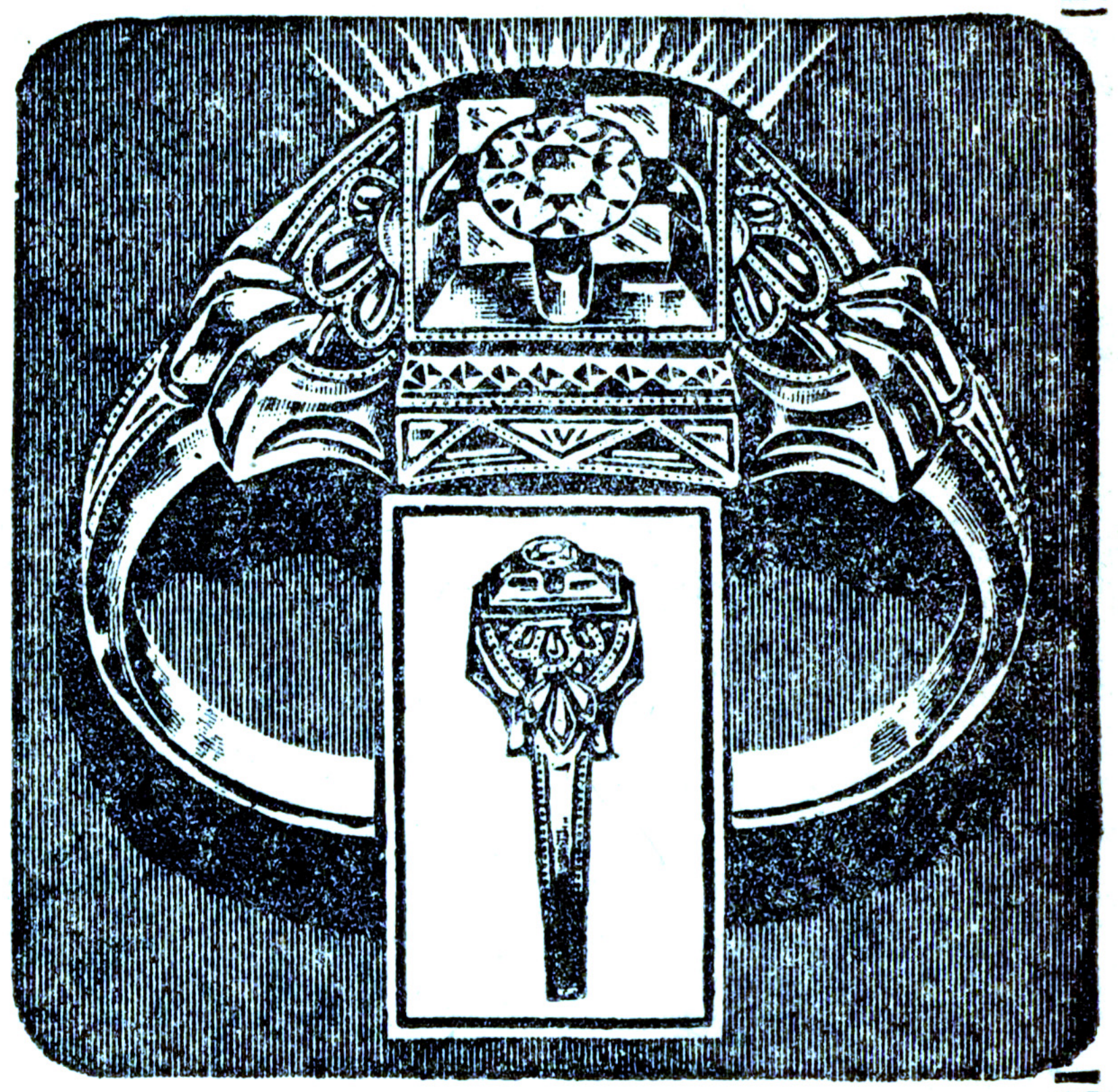
New Type Electric Fan

What is acclaimed as one of the most revolutionary developments in electric fan design and construction is now being announced and marketed by Samson United Corporation, electrical appliance manufacturer. They state that it marks the first real improvement in this field since the electric fan was invented approximately 50 years ago! It is claimed to be the only fan ever built that is absolutely safe! Reason for its inability to cause injury to even the most careless owner is its new, flexible blades of tough, molded rubber. These blades, tho rigid enough to deliver a steady current of air strongly, are sufficiently soft to prevent injury to even a child's fingers. Thus the necessity for unsightly and cumbersome guards is eliminated. Together with this pioneering feature, the Samson Safe-Flex Fan is said to furnish greater air delivery than conventional type fans of equal wattage. The manufacturers further state that the motor—of radically new design—will stay so much cooler than the or-

BIG VALUES IN DISTINGUISHED GOODS
NEWEST IN WATCHES GENUINE DIAMOND RINGS



AMERICAN-MADE LAPEL WATCH. 14 S. Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel. **No. B100. Each...$ 1.10**
TEN for..... 10.50

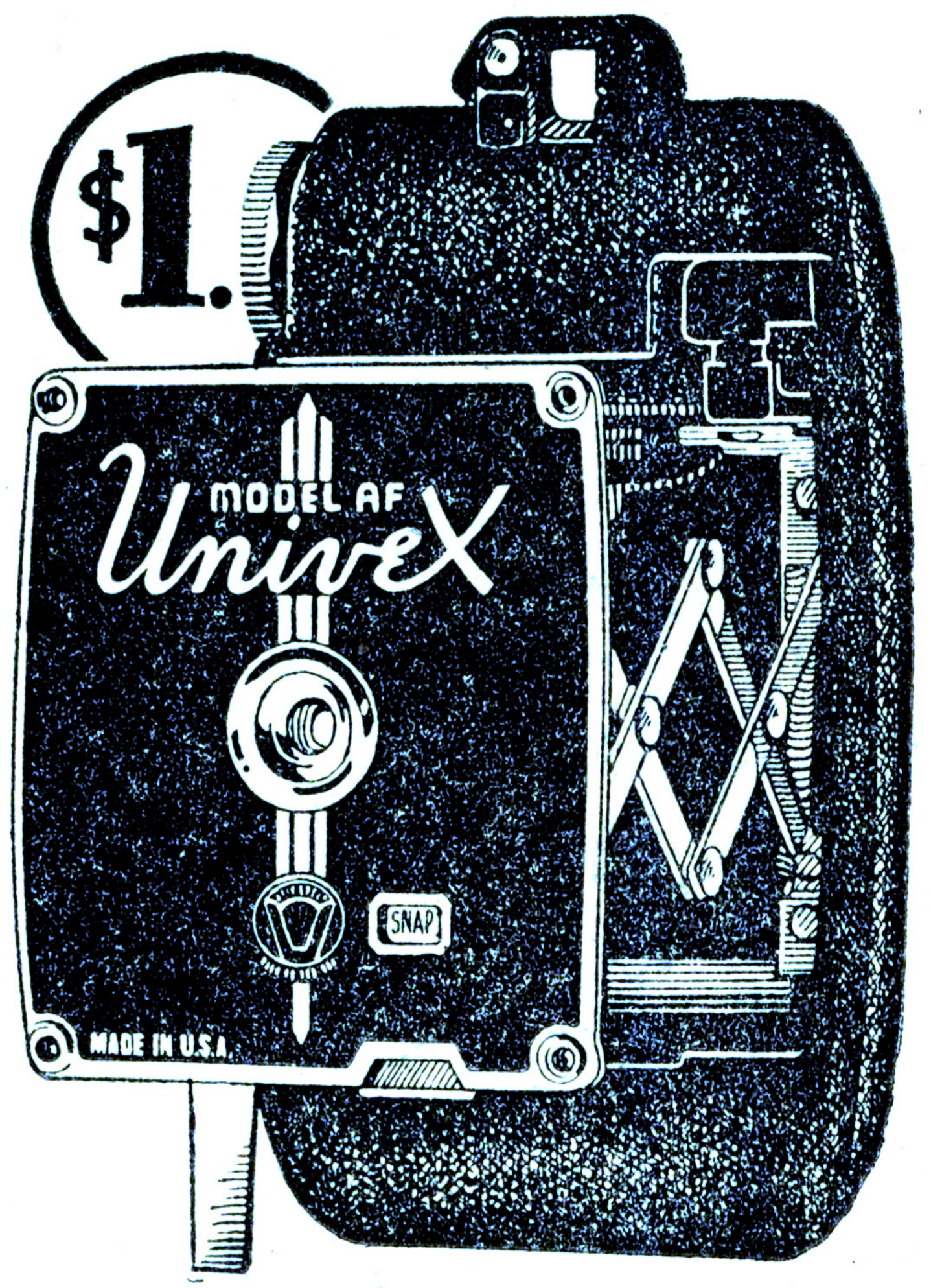


No. B103—LADIES' DIAMOND RING. Solid Sterling Silver mounting, furnished in up-to-date models; beautifully chased white gold finish. Set with GENUINE BLUE WHITE DIAMOND about 10 Points. This is one of our LEADING VALUES. EACH **9.50**

No. B104.—LADIES' DIAMOND RING—As above, set with GENUINE BLUE WHITE DIAMOND about 5 Points. EACH...... **3.25**

No. B105—LADIES' DIAMOND RING. High finish, Sterling Silver. Fancy engraved top, pierced, set with GENUINE BLUE WHITE DIAMOND. A very pretty ring in design. A REAL VALUE. EACH............ **1.50**

No. B106—LADIES' DIAMOND RING. A pretentious value. SOLID WHITE GOLD; beautiful model at a very special low price. Set with GENUINE BLUE WHITE DIAMOND. EACH **3.95**



UNIVEX FOLDING CAMERA
Case is made of Metal, Crystal Finish; may be had in Black, Blue, Green, Grey or Brown. Very compactly constructed—size, closed, 3¾x2x⅞ in. May be used for snap or time pictures. Makes pictures size 1⅛x 1½ in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.
No. B101 CAMERA. Each..........$ .69
TEN For 6.50
No. B102 FILMS, for above. Put up six exposures in a roll, Per Doz. Rolls ....$ .85

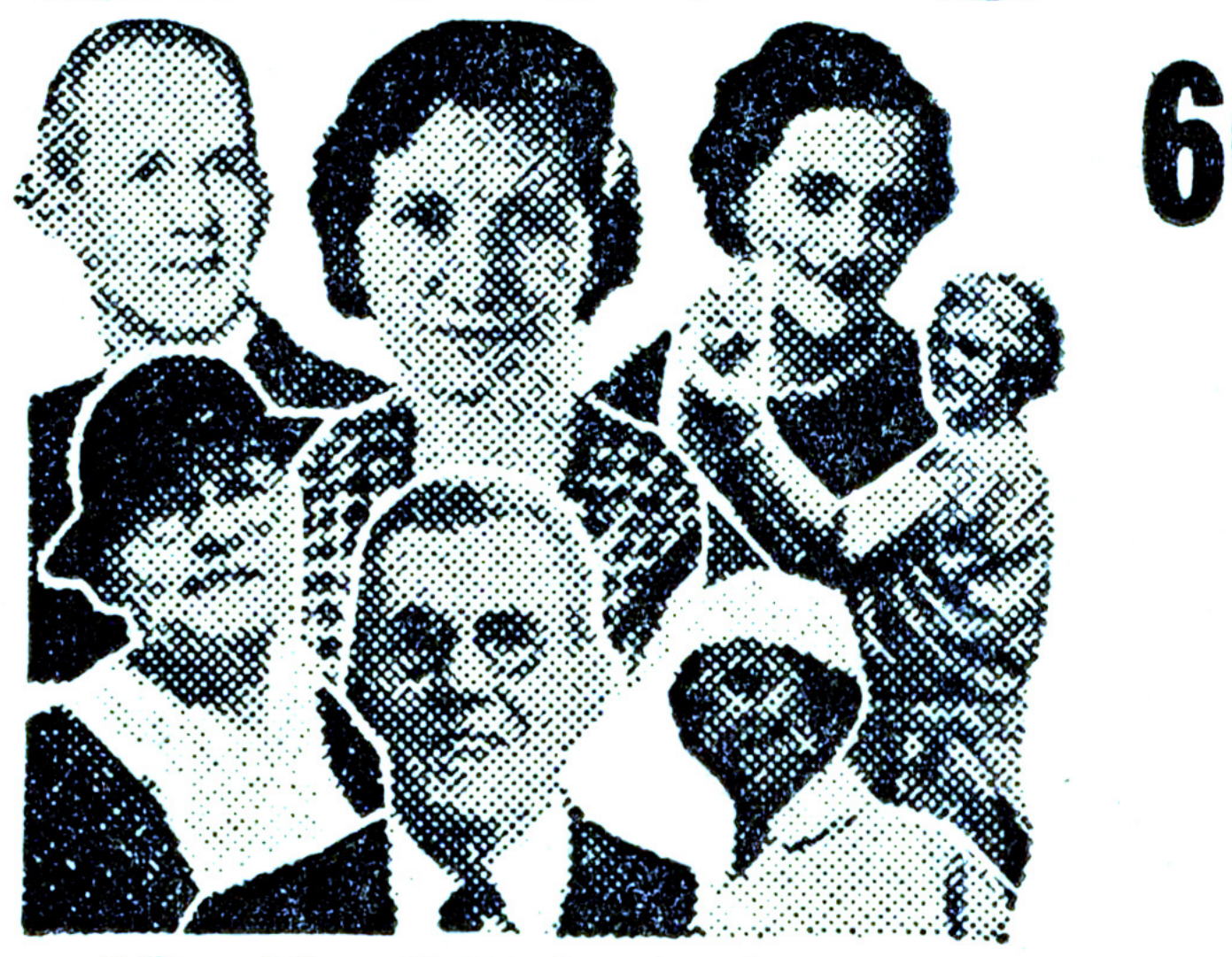
SEND FOR CATALOG

ROHDE-SPENCER CO.
WHOLESALE HOUSE
223-25 W. Madison St., CHICAGO

False Teeth

60 DAYS' TRIAL

SAVE $10 to $50 and more



A Few of Over 10,000 Satisfied Customers

Here's Proof!

I am a minister of the Gospel. I have been preaching for 26 years. I can say you did good work for me. My teeth fit good and give good service. G. M., W. Va.

I am 64 years old. Most of my teeth have been out for 25 years. My health was not good until I got my teeth. I weighed only 118, now I weigh 135 lbs. and feel better than in 20 years. I can't say enough for your fitting my teeth and the beauty they have. My wife gained 22 lbs. since she started wearing your teeth. L. D. K., So. Car.

My teeth have already been worth ten times the price I paid for them. My friends can't understand how I obtained such beautiful teeth at such a small price. MRS. W. T. S., Texas.

THOUSANDS of my satisfied customers all over the country know there is NO NEED to pay big prices. I have been making dental plates for many years, by mail, and I have saved my customers thousands of dollars. My plates are very beautiful to look at and are constructed to give lifelong service and satisfaction. They are made with pearly white genuine porcelain teeth. Well-fitting and guaranteed unbreakable.

In one Pennsylvania town alone 91 people are wearing plates made by me and they are completely satisfied that they have better teeth and have saved big money.

SEND NO MONEY

I make your teeth from your own impressions. You try them 60 days at my risk. I guarantee you satisfaction or they do not cost you one cent. I take your word; you are the sole judge.

FREE Remember, you do not send one cent with the coupon—just your name and address, and we send you free impression material and full, detailed directions. Be sure to write today for my low prices and complete information. Don't put this off. Do it today. Just mail coupon.

DR. S. B. HEININGER, D.D.S.,
440 W. Huron St., Dept. 4105,
Chicago, Ill.

Please send me your FREE impression material, price list and full information on your dental plates without any obligation.

Name ....

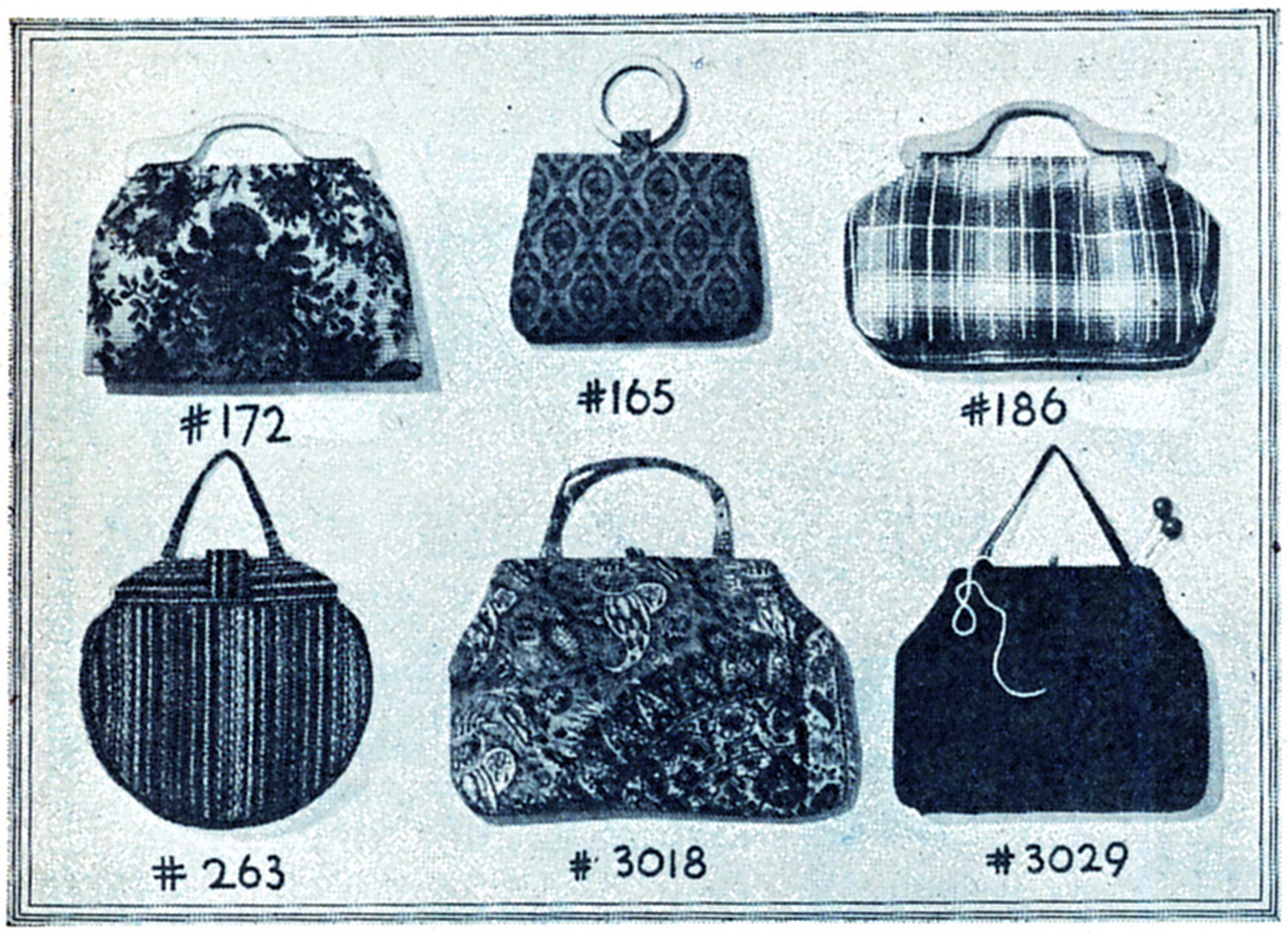
Address ....

City .... State........

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

BUY HANDBAGS DIRECT FROM THE MANUFACTURER

Style, Snap and Made Right • Backed by 37 Years of Service and Experience



172—Woven and Printed Cretonnes, including Tapestry Designs. Beautifully lined. Two handles, wax finish, Size 16"x 10". $51.00 gross. Doz. **$4.50**

263—Heavy Woven Fabric, gusset all around, tab safety catch, double handle, sateen lining. Can also be supplied with rubberized lining if desired. Size 13½x13½". $86.40 gross. Doz. ... **$7.50**

165 — Tapestry Material, various patterns and colors, made with gusset all around. Two wooden bracelet rings which fit over your arm. Sateen lined. Size 12"x9". $86.40 gross. Doz. **$7.50**

3018—India Print Tapestry Designs, Terry cloth and other beautiful summer patterns. Side opening for needles and yarn to come thru. Excellent for a bathing bag. Metal frame. Size 11"x16". $84.00 gross. Doz. **$7.50**

186—Newest Woven Plaid Fabric, also tapestry and fancy homespun patterns, with heavy cord running thru material. Sateen lined. Can be had in rust, blue or green color effects. Two seasonwood handles which fit right over arm. Size 19½"x 11". $86.40 gross. Doz. **$7.50**

3029—Suedine: Blue, green, red, tan, brown and oxford grey. Side opening for needles and yarn to come thru. Excellent for shopping or bathing bag. Metal frame. Size 11"x16". $84.00 gross. Doz. **$7.50**

We can make Handbags to your order and from your own materials. Samples of less than one dozen will be shipped upon receipt of $1.00 each, which will be credited on your first regular order at wholesale prices.

1/3 Deposit, Balance C. O. D., F. O. B. New York. Regular Terms to Rated Firms.

VARIETY HANDBAGS, Inc.

164 MADISON AVE.
NEW YORK, N. Y.

WE HAVE "IT"

A Full Line of Soaps for Your Sales Plans

HAPPY HOME MAKER SHAMPOO

Assorted Medicated and Perfumed Toilet Soaps; Shaving Creams—Lathering and Brushes; Tooth Paste and Tooth Soap; Shaving Soaps and Liquid Shampoos.

Everything You Need for Store or Demonstration Sales
Private formula and special compounding also.
Write for full details on these profitable items.

GEO. A. SCHMIDT CO. 236 W. North Ave., Chicago, Illinois.

SCOT-Y-PIN

10c Seller

Fiber-Wood Brooch Pin in colors of Black, Walnut, Ivory and White.

Send for Catalog and Prices on our Money-Making Novelties.

NIFTY PRODUCTS
314 Institute Place, Chicago, Ill.

ACTUAL SIZE

HEAR THE OCEAN ROAR! NEVER SEEN BEFORE

A PENNY POSTCARD MAY MEAN YOUR FORTUNE

An absolutely NEW item. Looks 8 times the cost and WORTH IT. Cannot be bought anywhere else. Has never been used. Brilliant light for display. All the colors of the rainbow. Made by Mother Nature.

You want something **NEW**, that sells on sight, that will make you big money! Here's the classiest, flashiest, most unique item ever offered. You've been waiting years for this. ACT NOW, BOYS! Send for complete pictures and information on SEVEN WAYS TO MAKE BIG MONEY!

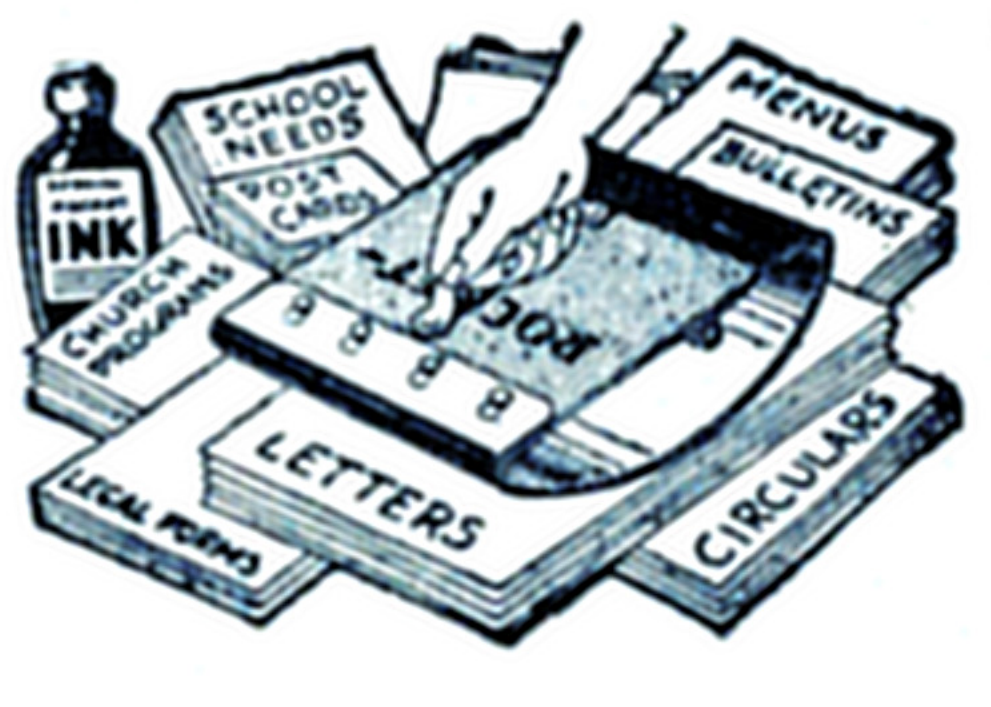
It's All FREE Mail Postcard To **UNION NOVELTY CO.**
4459 OLIVE ST., ST, LOUIS, MO.

dinary fan motor that its life is materially prolonged. The motor casing is finished in softly-gleaming brushed chromium. The fact that the fan is noiseless is another revolutionary feature. No more will the buzz and hum of a fan in operation distract workers in offices, children napping, mothers in kitchens. The standard model is finished in a soft walnut brown, with walnut brown rubber blades and walnut brown rubber cord and plug. The fan is also furnished in two de luxe models.

Lighthouse Lamp

A premium that gives promise of being an excellent seller is the new Lighthouse lamp. Stands 9 inches tall, with a 6-inch base and chromium sailboat 5 inches high. Tests have proved the item will move well and may even surpass the popularity of the chromium lighthouse lamp introduced last year.

Handy Letter Duplicator



The Rocket Duplicator Company is marketing a letter and postcard duplicator that is said to be the lowest priced efficient machine in the world. Operates simply and easily and prints in one or more colors as desired. Excellent item for coin-machine operators and jobbers who works lists in their local territories. Permits you to save money in working your lists and does a job that can be compared with the finest professional work. Outfit is equally effective in duplicating letters, advertising, circulars, art work, postcard followups and notices, etc. Comes complete with ink and stencil supply. Inquiries will be forwarded promptly.

Pen and Lighter Stand

A new combination pen stand and lighter, combining utility and attractiveness as an outstanding gift item is being offered by Diecasters, Inc. Base is of polished chromium and satin enamel; the pen receptacle and lighter seat are in polished chromium, while the lighter is a combination of chromium and rich enamel. The pen is black, with a two-toned gold-plated point. Priced at $13.80 a dozen.

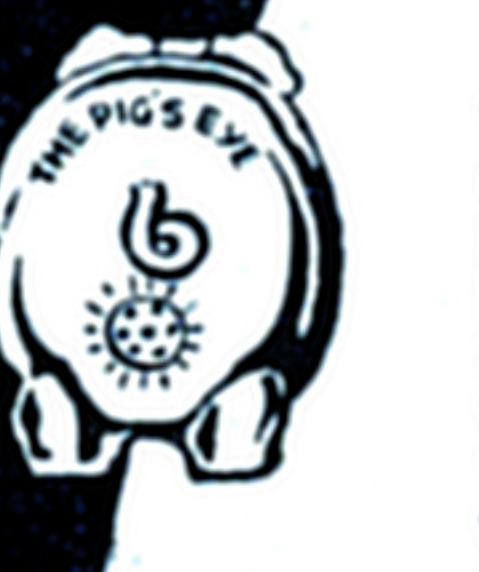
Wall-Bed-and-Table Lamp

A versatile combination wall-bed-and-table lamp in metal that is made to sell at a very attractive price is the newest thing in adjustable type lamps. It is being featured in the Steele & Johnson spring line. In ivory finish it is suggested for the bedroom to clamp on the bed; in bronze, it is suitable to light up the radio or desk, or it may also be hung on the wall. The cord is neatly concealed inside the rod and adjusts itself

STATE
1ST PRIZE
FAIR

A blue Ribbon Winner Everywhere!

'The Pig's Eye'

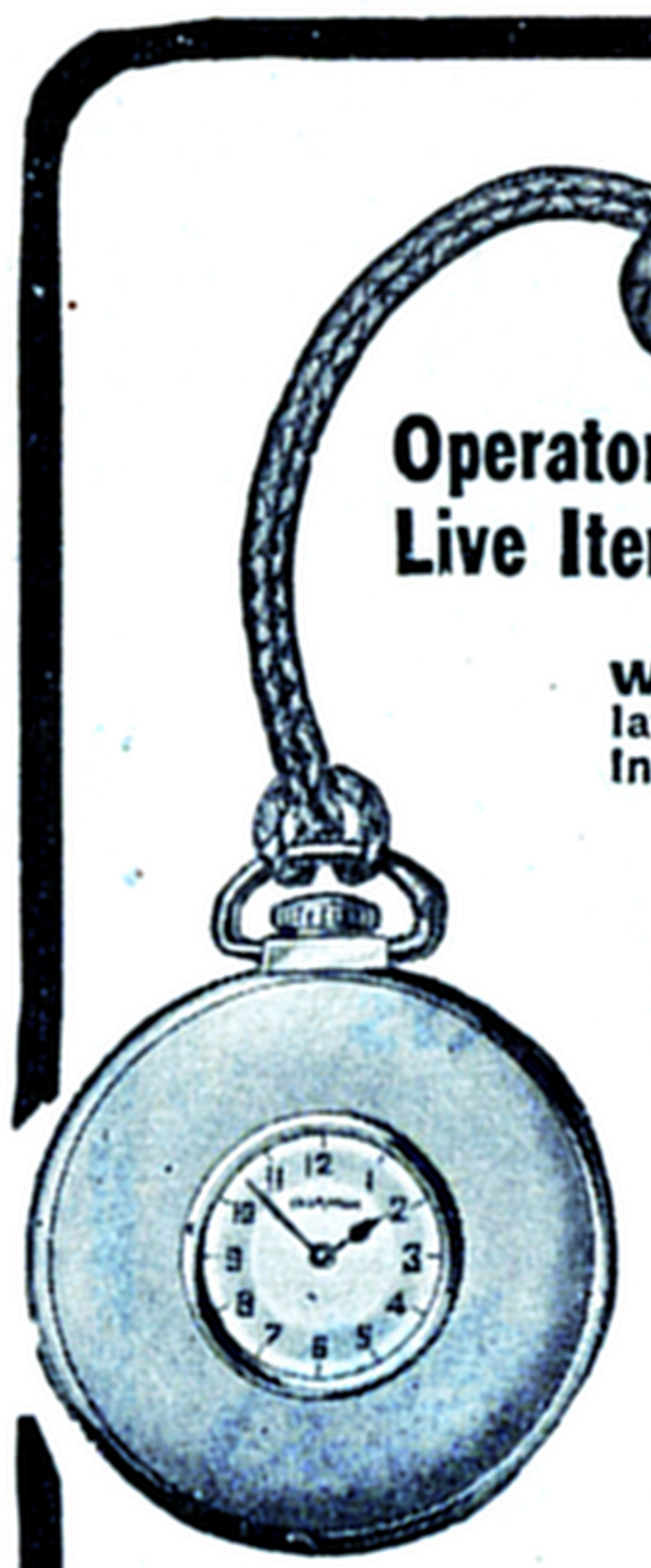


The new **USALITE** "Pig's Eye" Cigarette Lighter is drawing a BIG smile everywhere. It's humorous—it's unique—it's intriguing, and above all really works 365 days in the year. The "Pig's Eye" is receiving a warm welcome in thousands of homes. It's ideally suited for Concessionaires, Fairs, Carnivals, Coin-Machine Operators, Pools, Beaches . . . wherever crowds gather. Constructed of heavy sculptor's duralloy, finished in bronze and completely equipped with 6 ft. cord, attachment plug, lighting element and safety button. Dealers' price, $7.50 per dozen. Light your Cigarettes in a "Pig's Eye" . . .

IT'S FUN—IT'S INTRIGUING
The HOTTEST NOVELTY EVER PRODUCED *yet popularly priced*

Write for further details today!

UNITED STATES ELECTRIC MFG. CORP.
222-228 WEST 14TH ST., NEW YORK CITY
CHICAGO - 323 WEST POLK ST.



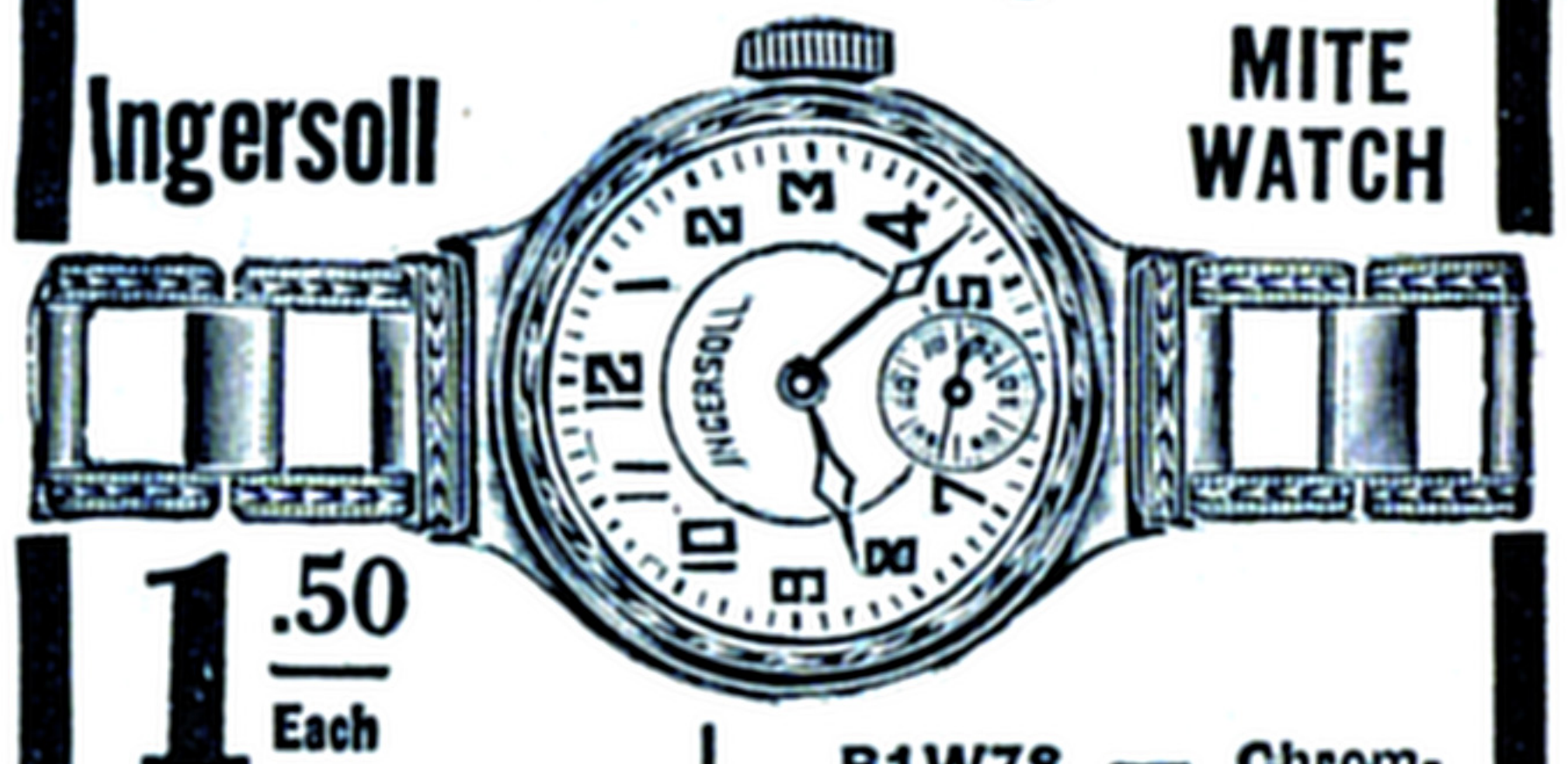
Board-Digger and Premium Operators Hop On This Live Item! IT'S NEW!

American-Made Lapel Watch—16 size. The latest idea that is taking hold with everyone that sees it. Nothing so new before. For men and women. Enamel bezel and back with chrome center case. Assorted colors, black, ivory, tan, red, green and blue. Each has a braided cord with ball shaped button to fasten through lapel. Cords match the color of the enamel.

BIW35. Each—1.10

Here's Another Big Value!

Ingersoll MITE WATCH



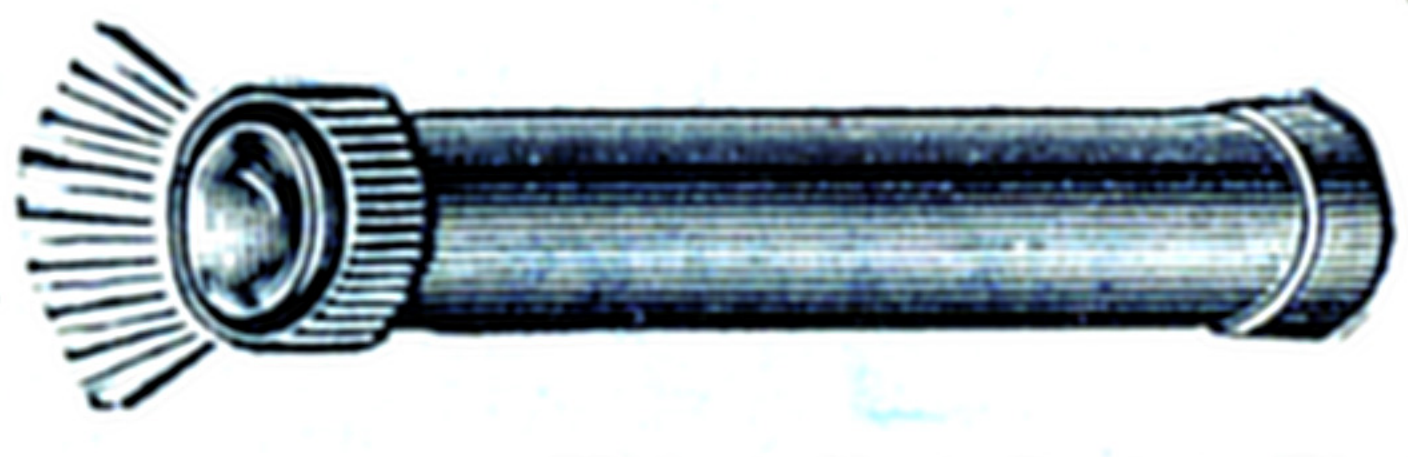
1.50 Each

Sample Watch 1.60 Each

Former Wholesale Price $3.33 Each.

B1W78 — Chromium-Plated Case with Open Link Metal Band Silvered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original $5.00 Price Mark.

Cash in on This Fast Seller



Per Gross **10.50**
No. B4C12

Midget Vest Pocket Flashlight. 3 in. overall, ⅝-in. diameter, metal case, enameled in colors, nickeled ends. Complete with Bulb and Batteries. 2 dozen assorted colors in carton.

N. SHURE CO.
Adams and Wells St.
CHICAGO

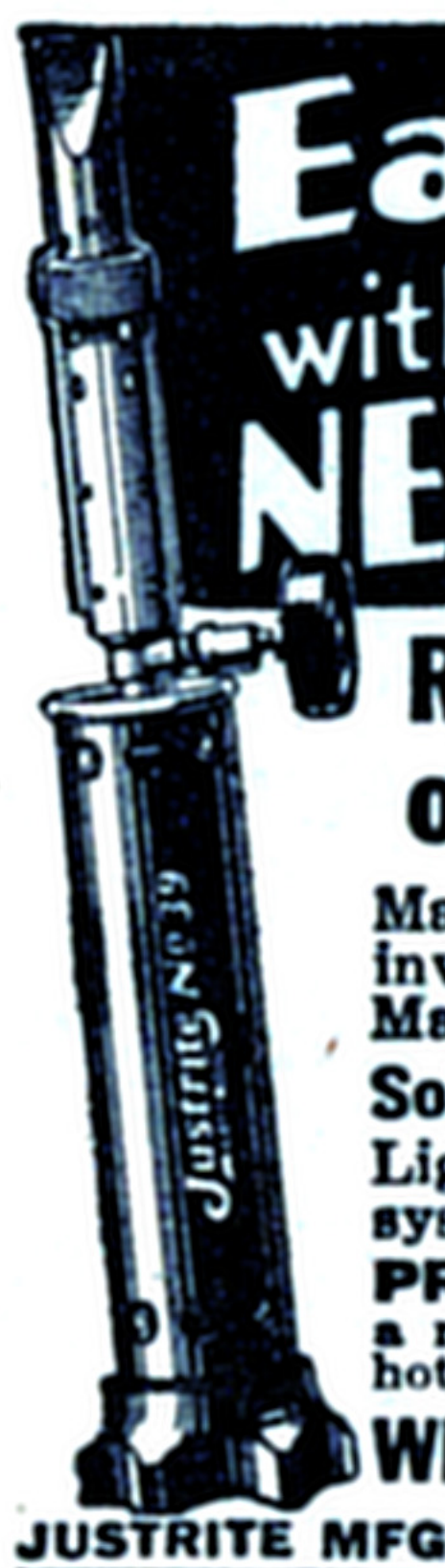
EVEREADY FLASHLIGHTS

sell in the millions on their own. No wonder they're the best "selling" premiums you could use!

for special trade prices, write

NATIONAL CARBON COMPANY, INC.
P. O. Box 600, Grand Central Sta.,
New York City.
Unit of Union Carbide UCC and Carbon Corp.

Earn Money with this WONDERFUL NEW INVENTION!



Real Money Maker for Part or Full Time AGENTS!

Make quick PROFITS with new, patented invention—sells on "flash" demonstration. Main or side-line. Big, new market.

Soldering Iron and Blow Torch IN ONE!

Light, portable. Eliminates pump, pressure system, stove, charcoal—ALL!

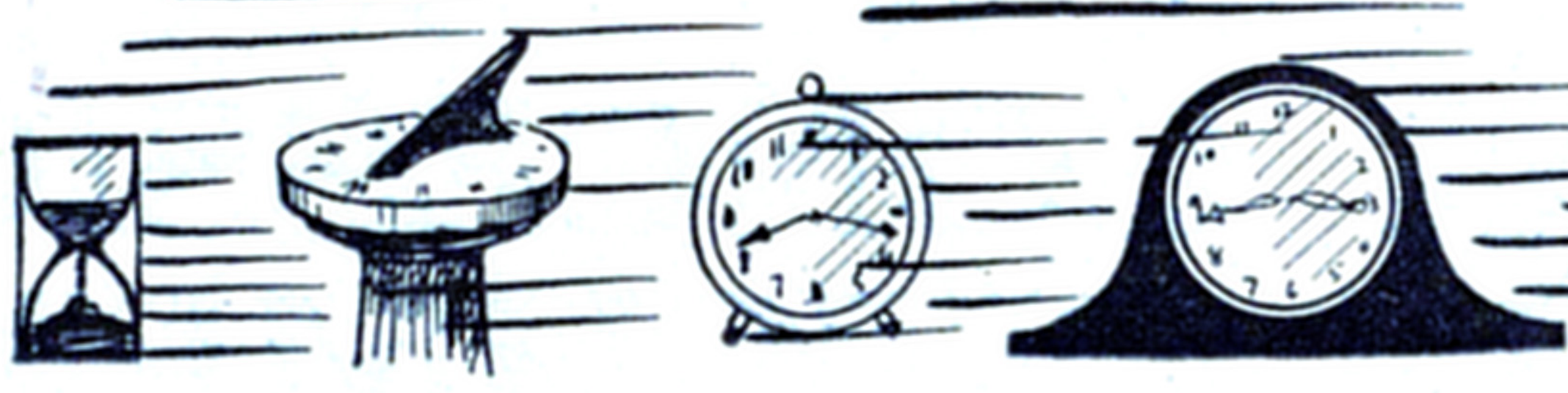
PROOF IT SELLS—Agent Rowland earned $300 a month. — Ware sold 50 Irons while stopping in hotel! "Going like hot cakes," says Bailey.

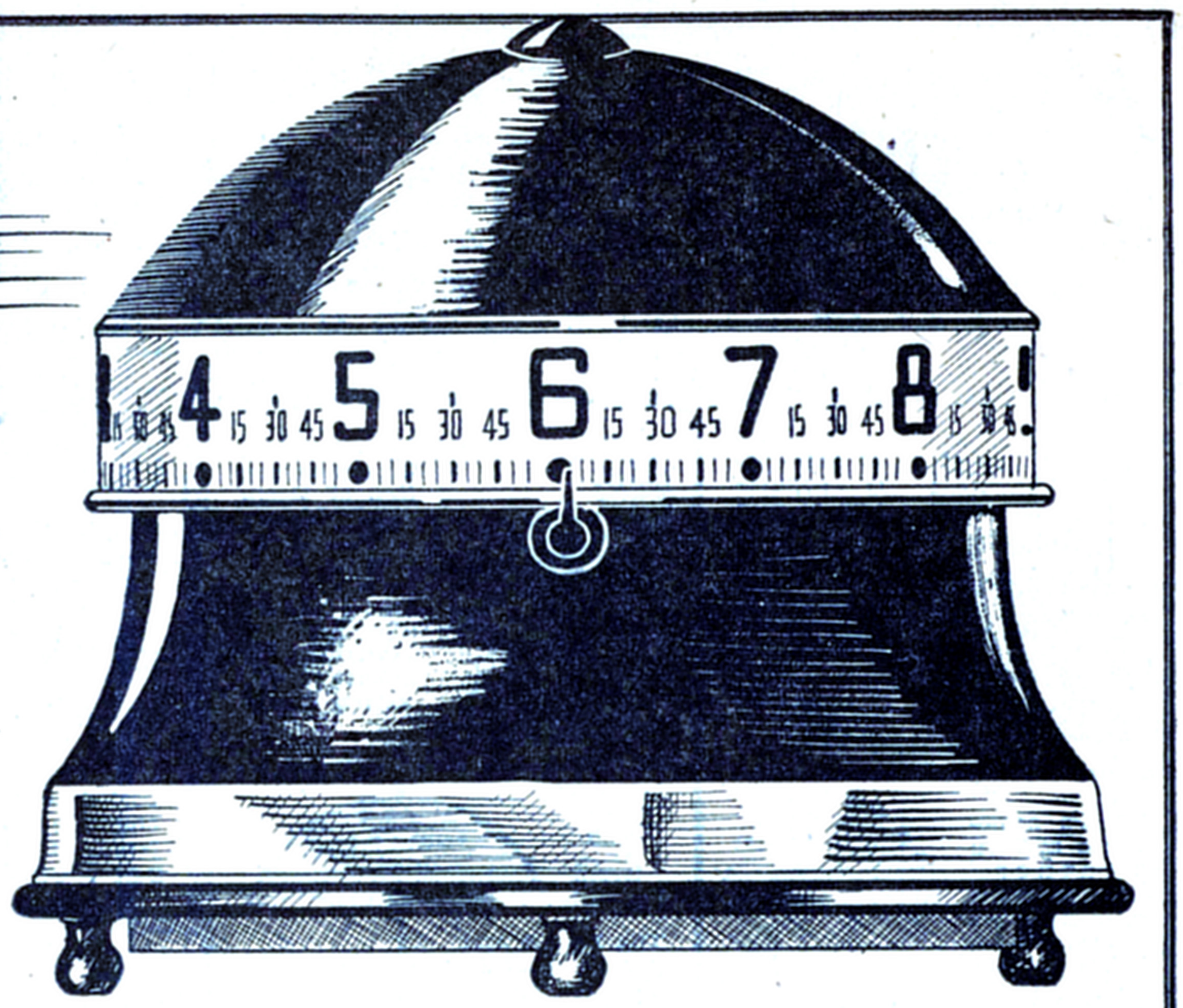
WRITE quick—get established for EXCLUSIVE territory. A postal will do!

JUSTRITE MFG. CO., 2061 Southport, Dep 1994, Chicago

40 MILLION MEN PROSPECTS For LIC-QUA SHAVE. New Liquid Shaving Cream. Greatest foe of tough beards, economical, easy to use. Gives quick clean shaves. 110% profit. Ground floor details FREE. Full sized try-out bottles, 35c, P. P. The Arbelle Co., 7638 S.Peoria, Dept. B, Chicago.

TIME MARCHES ON!





and a new revolutionary clock stands out above all others.

● The procession of time-pieces from the sun-dial and the hour glass of ancient times comes to an amazing halt with the introduction of the **Florn Electric Rotary Clock. . . .** A clock which is as timely as today's newspaper. The **Florn Electric Rotary Clock** replaces the old-fashioned dial, hands and springs . . . a rotary time band goes round and round and the indicator tells the time, at a glance, in the modern way.

● Set in a uniquely designed and ultra smart metal case, the **Florn Electric Rotary Clock** is available in four attractive colors . . . black, ivory, copper and green with highly polished metal trimmings. It is designed to harmonize with any room or interior. The time band revolves with the mystery of unseen motion and the motor is absolutely noiseless, operating at slow speed on 110 volts, 60 cycles A. C. It is fully guaranteed for one year against mechanical defects. The **Florn Electric Rotary Clock** is equipped with six feet of regulation rubber cord and plug and combines grace and beauty with exceptional utility value. Each clock is individually boxed. Actual size of clock: 5" in diameter, 4¾" high.

● Jobbers and retailers, who have seen it, call the **Florn Electric Rotary Clock** . . . the greatest clock value on the market today! . . . The clock that the public will buy! . . . The most modern, up-to-date clock ever manufactured! Be prepared for the business and profits which the **Florn Electric Rotary Clock** will bring you.

ORDER TODAY *from* YOUR JOBBER

NO SPRINGS
NO FACE
NO HANDS
★
A BEAUTIFUL PRECISION-BUILT TIME-PIECE. GUARANTEED TO KEEP ACCURATE TIME!

The FLORN ELECTRIC ROTARY CLOCK

MADE TO RETAIL FOR
$2.25

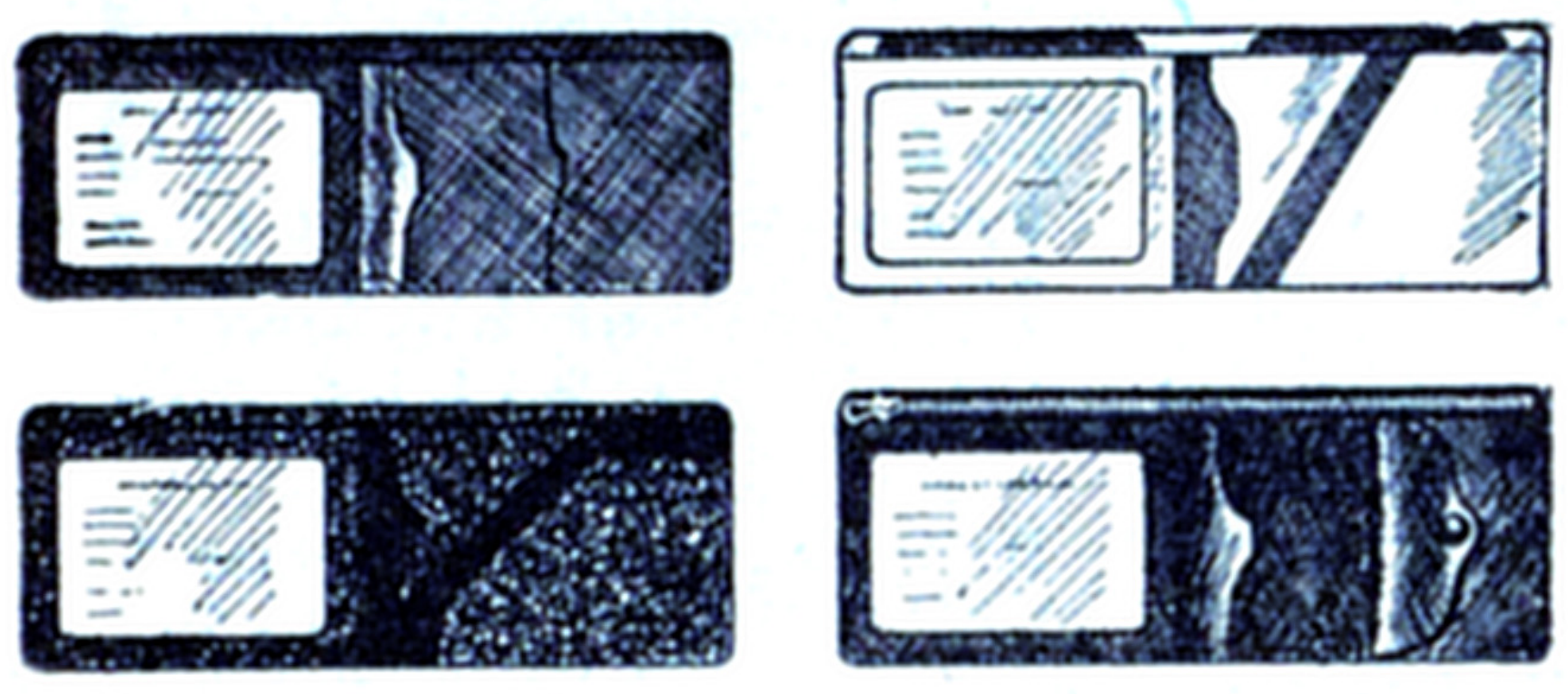
IMPORTANT NOTICE TO ALL READERS OF THIS ANNOUNCEMENT

* The Florn Company are manufacturers doing business mainly with the jobbers. All retailers and operators therefore should purchase the Florn Electric Rotary Clock through their jobbers. Any retailer or operator disregarding this notice and writing to us direct is hereby notified that their inquiry or order will be turned over to an established jobber.—The Florn Company.

The FLORN COMPANY

1123 BROADWAY
NEW YORK, N.Y.

BARGAINS in ALL *genuine leather* WALLETS



YOU GET THESE FIRST QUALITY WALLETS AT OUR LOW PRICES BECAUSE WE ARE THE MANUFACTURERS!

Top Left, No. 2024. Morocco grain, genuine leather, regulation style. Doz.......... **$2.75**

Lower Left, No. 2028. Solid, all leather new tadpole grain, combined with calf finish. Doz.......... **$3.50**

Top Right, No. 2042. Genuine leather, combining pig grain with calf finish, contrasting color. Divider for bills and checks. Doz... **$3.75**

Lower Right, No. 2037. Morocco grained leather—all leather throughout. With special change pocket. Exclusive Talon Zipper. Doz... **$4.00**

F. O. B. Factory, 1/3 Cash, Balance C. O. D.

JEROME J. KAUFMANN
JACKSON HEIGHTS, NEW YORK.

SELL BLADES—5 For 5c AND TRIPLE YOUR MONEY

DOMINO

BLUE STEEL BLADES COST ONLY **1½c** Per Pkg. of 5 Blades, All Etched and Cello. Wrapped.

100 BLADES IN BOX **30c** Put up in attractive Display Cards for only 5c extra per 100.

YOUNG NOVELTY CO. Inc.
100 Hanover Street, Boston, Mass.
Free Sample. 50% Deposit With Order.

100 DOUBLE EDGE BLUE STEEL **BLADES 35c**

1000 FAST SELLERS
FREE CATALOG
RELIABLE MDSE. CO.
657 W. Madison St., Chicago.

It Helps You, the Paper and Advertisers to Mention The Billboard.

to any angle for reading by means of a simple hook device. Available with either metal or plastic shade.

Combination Lamp and Bank

Here's a premium that should really produce, a lamp of latest design combined with a savings bank. The base of the lamp has a patented slot and lock. The color scheme is black and silver with chromium trim. Excellent as premium incentive for partial payment plans, etc. Made by the Chicago Thrift Company. Size is 16 by 14 inches over all.

Canaries Vs. Goldfish

A unique attention-getting attraction for window display and general show use is the fish aquarium in which live canary birds are apparently seen under water enjoying life with the fish, turtles, etc. This illusion is a real crowd-stopper and business stimulator. It is being marketed by Universal Attractions. Inquiries will be forwarded on request.

Combination Pen Stand And Ciggie Lighter

A new attractive pen stand and cigaret lighter combination was recently introduced by Diecasters, Inc. Set has a polished chromium and satin enamel base. Pen holder and seat of lighter are in polished chromium. Lighter is a combination of rich enamel and chromium and the pen itself is black with a two-tone gold-plated point. This new set sells at a remarkably low price and it is expected it will be one of the most successful items of the season.

Ash Tray Prevents Burns

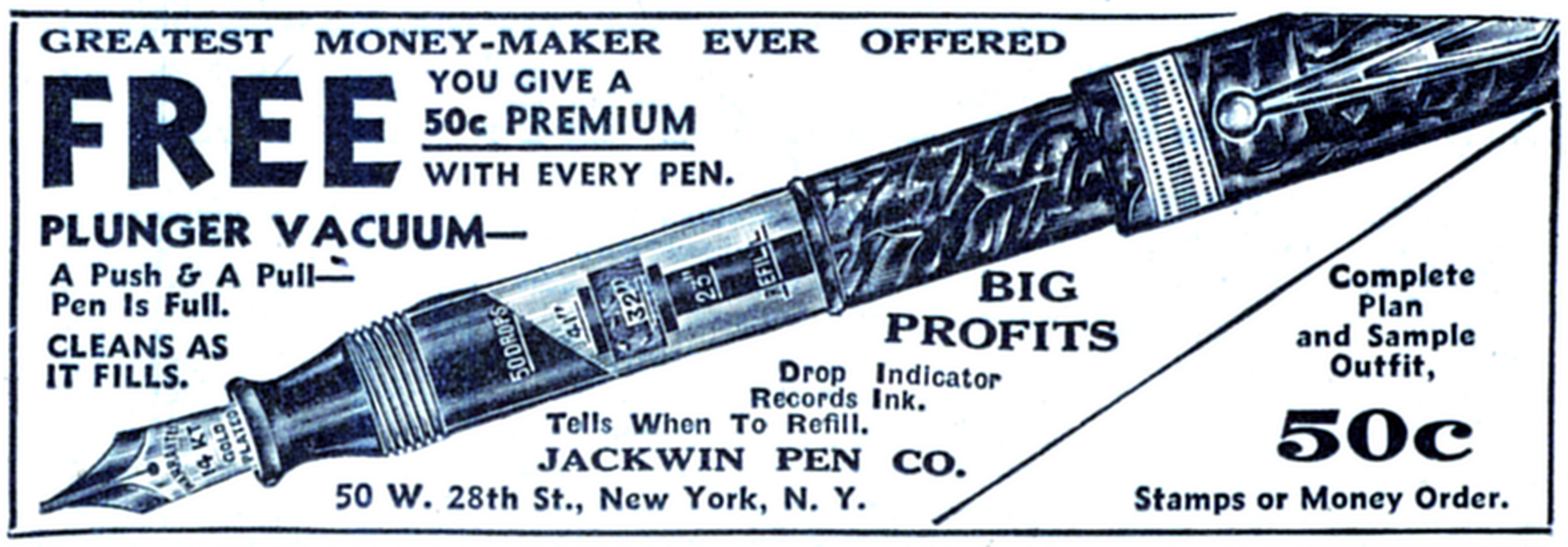
A new Save-a-Burn ash tray has been developed and recently put on the market by the Ben-Mar Manufacturing Company, designed to prevent burns on furniture, etc., from falling cigarets. The ash tray itself has a disc, coming in various sizes, 7 and 10 inches being standard, attached to the bottom of the

(See NEW ITEMS REVIEW on page 102)

GREATEST MONEY-MAKER EVER OFFERED

FREE YOU GIVE A 50c PREMIUM WITH EVERY PEN.

PLUNGER VACUUM—
A Push & A Pull—Pen Is Full.
CLEANS AS IT FILLS.



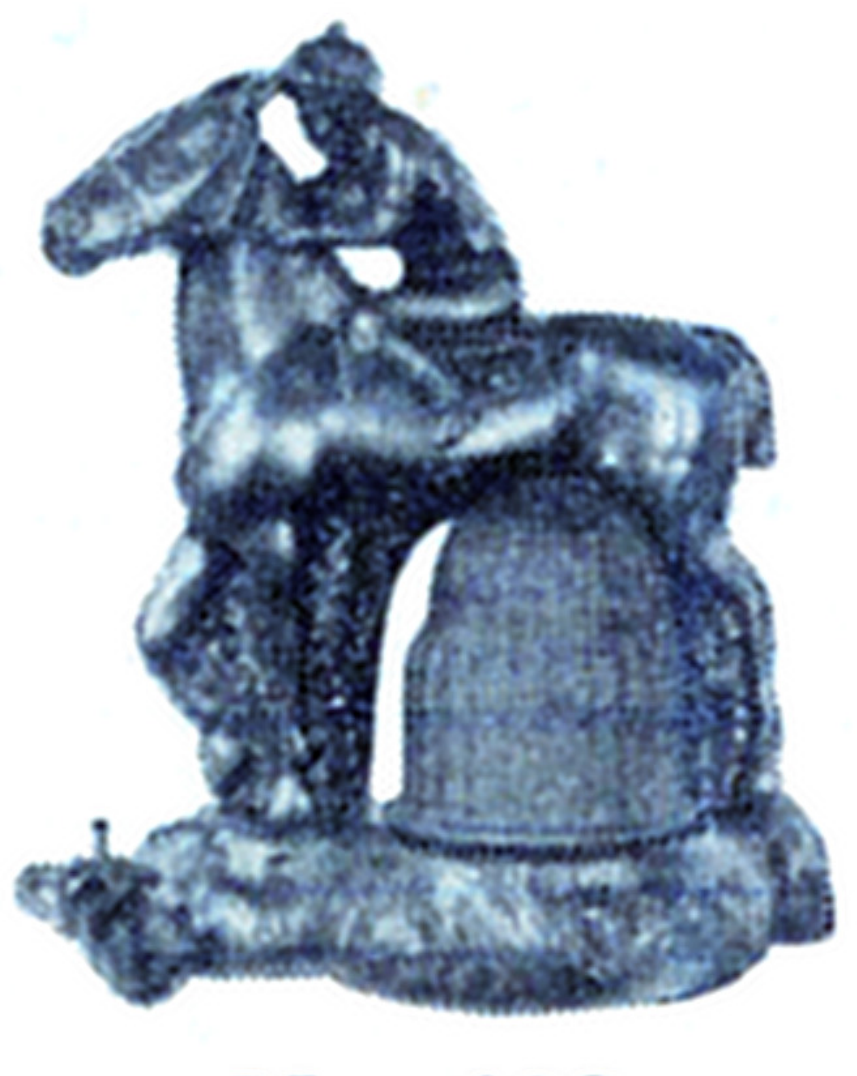
BIG PROFITS

Drop Indicator Records Ink. Tells When To Refill.

Complete Plan and Sample Outfit, **50c** Stamps or Money Order.

JACKWIN PEN CO.
50 W. 28th St., New York, N. Y.

"HELLO EVERYBODY"

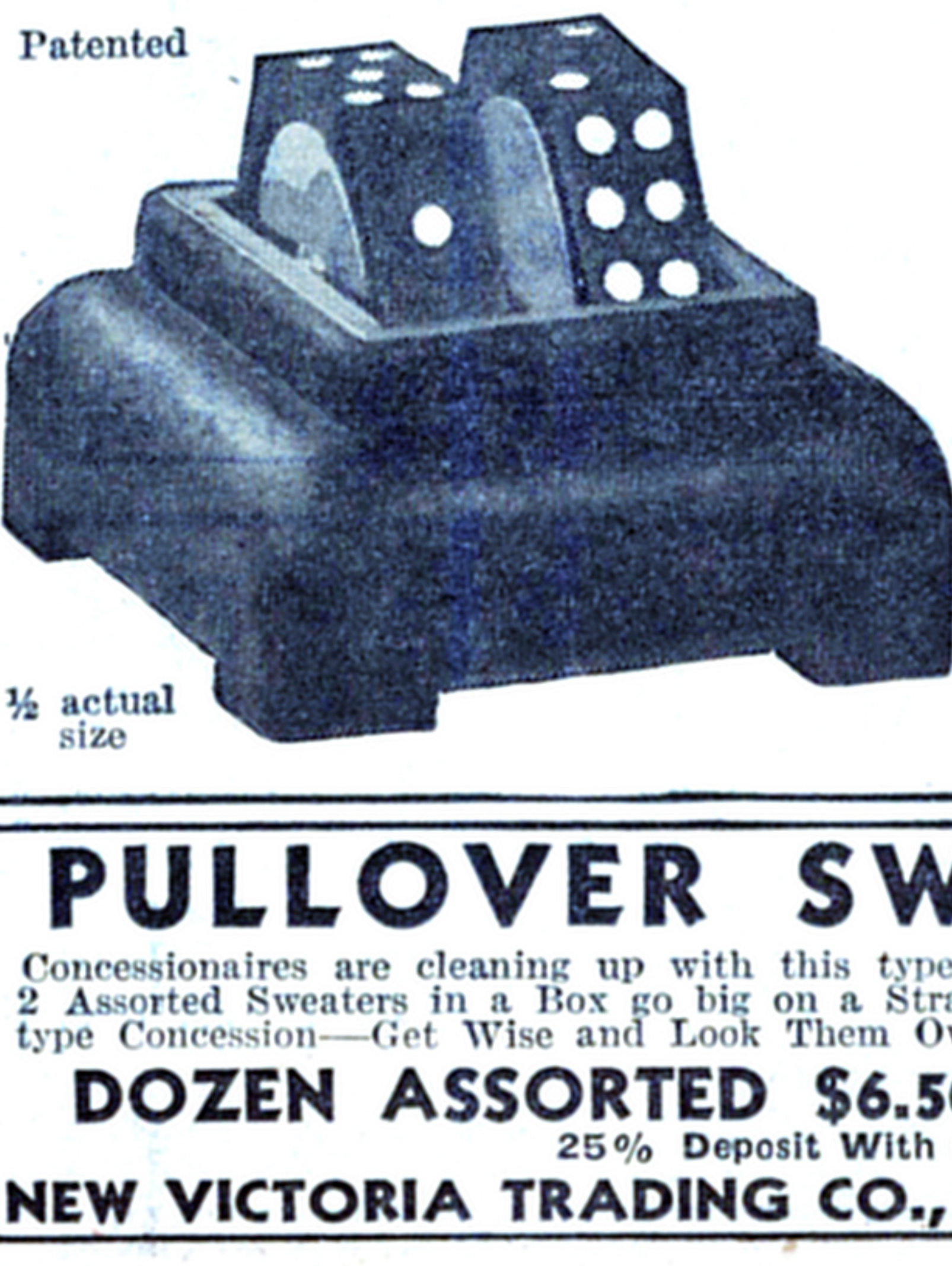


No. 123 Copyrighted

We are here again with a real selection of new, profitable numbers. Original copyrighted Race Horse Lamp shown at $9.00 per dozen. Sample, $1.00 each. Send for our free catalog, ready about April 15th. Remember, the best is always the cheapest.

Yours for a successful season.

CLEVELAND STATUARY MFRS.
3927 PAYNE AVE. CLEVELAND, OHIO



Patented

½ actual size

SPINNING JON DICE FOOL PROOF

Just Spin Wheels With Palm of Hand.

NO LOSING THROWING   EASY TO READ HANDY TO PLAY

Preferred by Men and Women for All Dice Games.
SELLS ON SIGHT.

Style	Retail	Your Cost	Sample
2 WHEEL	$ .75	$3.75 Doz.	$ .40
3 WHEEL	1.00	4.75 Doz.	.50
5 WHEEL	1.50	6.75 Doz.	.70

TERMS: 25% Deposit, Balance C. O. D.
FULLY GUARANTEED.

WEBER MANUFACTORY
2020 Grovewood Ave., Cleveland, Ohio.

PULLOVER SWEATERS IN 3 COLORS CAMEL STYLE

Concessionaires are cleaning up with this type of Merchandise. Its useful appeal Gets the play. 2 Assorted Sweaters in a Box go big on a Straight Number Wheel. Sweaters are suitable for any type Concession—Get Wise and Look Them Over.

DOZEN ASSORTED $6.50 SAMPLE BOX 2 Sweaters **$1.75 (Postpaid)**
25% Deposit With Orders, Balance C. O. D.

NEW VICTORIA TRADING CO., 1241 Broadway, New York City

ANNOUNCING OUR NEW 1936 LINE OF MERCHANDISE FOR CONCESSIONAIRES, NOVELTY WORKERS, PITCHMEN, ETC. ---

MASTER
GLASSES
An extremely popular line of Sun Glasses, Sport Goggles, Opera Glasses, Spectacles, Binoculars, etc. Always at lowest prices!

A supreme line of Decorated Plaster Novelties, including the newest and most popular numbers available, at mighty interesting prices.

Our New 1936 CATALOG

WILL BE READY

APRIL 25th

A "Money Saving Guide" which presents the finest and largest array of Imported and Domestic merchandise we have ever offered at PRICES THAT DEFY COMPETITION.

The House of GELLMAN Brothers
EVERY MARKET in the WORLD
GELLMAN BROS.
Send for it TODAY!

Drip Coffee Maker
Everything that's new in Drip-Coffee-Makers, Casseroles, and the like. Priced to make you buy!

Never before such extensive lines of Oriental Table Covers, Beacon Blankets, Silk Rugs and Kimonos.

If it's something new in Feather Dressed Dolls or Dolly Canes that you want, don't fail to investigate our 1936 line. It's the best you ever saw.

Rayon and Cloth Parasols

The newest and most popular line of Rayon, Cloth and Paper Parasols, beautifully decorated in assorted sizes.

Our line of merchandise for Corn Games is the most extensive ever offered and includes such popular items as Chicken Fryers, Electrical Appliances, Thermo Jugs, Cocktail Sets, Glassware and dozens of others too numerous to mention.

Our line of Rubber Novelties is larger than ever! Rubber Squeaking Toys, Inflated Novelties, Return Balls, Water Pistols, etc., at attractive prices.

The newest and best Walking Canes and Swaggers. Compare our quality and prices before buying!

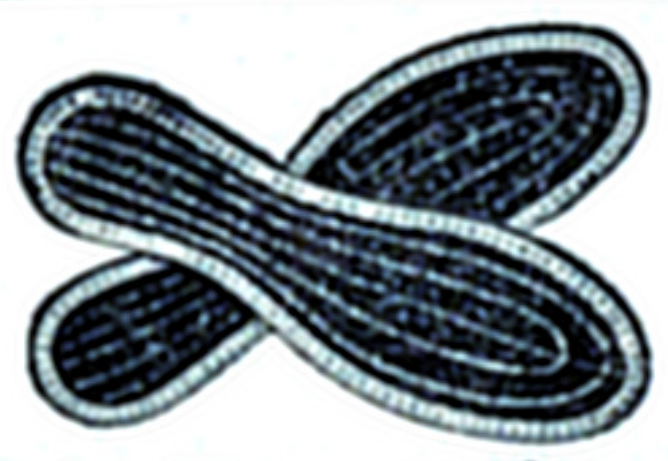
Unequaled values in Clamp-Seal Cookers, Aluminumware, Cake Cover Sets and Fancy Kitchenware Articles, for Corn Games and Wheel Operators.

An unexcelled new line of Perfumes, Face Powders and Perfume and Powder Sets, all in attractive cellophane wrapped fancy boxes. Excellent for diggers and grind stores.

Splendid new stocks of decorated earthenware Lemonade Sets, Taisho Sets, Range Sets and novel Kitchen Items, at lowest prices.

Large and varied stocks of newest in Lapel Watches, Pocket and Wrist Watches, Novelty Clocks and the latest in Vanities and Compacts.

Extreme Values in genuine Loofah Insoles as well as lowest prices on fast-selling staples, such as Shoe Polish, Shoe Laces, Thread, Safety Pins, Moth Pads, etc.



Complete lines of Peddlers Goods, including Pot Cleaners, Razor Blades, Dish Cloths, Kitchen Utensils and hundreds of other items at rock-bottom prices.

A complete new line of Flying Birds with outside or concealed Whistles, Balloons, Rubber Toss-Ups and other Novelties, all listed in our new Catalog.

Never before have we offered such a beautiful and extensive line of 23-Piece China Tea Sets, Cookie Jars, Vases, etc., as will be listed in our new Catalog.

You'll marvel at the extent of our offerings in Novelty Pocket Lighters, Table Lighters, Combination Lighter Pencils, Wind Lighters, Lipstick Lighters, etc. See our new 1936 Catalog!

Brand new stocks of Imported Japanese Silk Rodeo Handkerchiefs, Felt Cowboy Hats, Mexican Hats and hundreds of other fast-selling Novelties.

LEADERS ALWAYS! **GELLMAN BROS.** GREATER VALUES!

119 NORTH FOURTH ST. MINNEAPOLIS, MINN.

FRENCH FLAPPER DOLLS

No. 96.—Miss Hollywood.
$24. dozen
Doll 32 inches high, dressed in fine Satin and Lace. It outclasses anything ever offered at this price.

The year's biggest sensation. Brilliant colors and elaborate costumes draw the crowds. Line up with this item that will double your business.

JOBBERS AND DISTRIBUTORS WANTED.

Rush your order today. Keep in line with the times. Display these most outstanding and extraordinary array of BOUDOIR DOLLS on market today. Dolls are individually boxed.

25% Deposit With Orders.
IMMEDIATE SHIPMENTS.

STANDARD DOLL CO. Inc.
36 EAST 22 ST.
NEW YORK CITY

No. 76.—Miss Broadway.
$18. dozen
Doll 29 inches high, dressed in fine Satin, Ruffles and Lace. A "Knockout" value.

A butts best friend is it's smo-ther

SNUF-A-RETTE
(MORE THAN JUST AN ASH TRAY)

Ekstrand Mfg Co., Inc. 30 Irving Place, New York City

SOAP-CREW MANAGERS

Brand new quick flash factory soap deal. Big new combination with advertising coupon. Rolls dollars like magic. First release proves astounding even to men accustomed to cleaning up $2.00 to $5.00 an hour. Deal makes quick 25c, 50c or $1.00 throw. Every "show" a sure sale. No blanks. No profit limit. Special offer to business getters with limited number sample deals sent postpaid to men who write me. Nothing sent C. O. D. Complete details free. Rush reply.

CROWN SOAP COMPANY Dept. 270 Dayton, Ohio

Gadget Convention On

NEW ORLEANS, April 4.—With Albert G. Burns, Oakland, Calif., president, the annual National Inventors' Congress opened in New Orleans April 1 with hundreds of "doodads" and "thingamagigs" on display in the Roosevelt Hotel for the four-day session. The brain children run the gantlet all the way from a double-faced necktie to an everlasting safety razor and from a carbon-paper rejuvenator to a one-man wire stretcher and none appear to be of the Rube Goldberg cartoon variety in this "gadget roundup." Convention is getting a great play in local dailies, with Burns and other officials making appearances before all leading luncheon and civic clubs several days in advance of opening and during the show. Several of the largest novelty manufacturing companies of the country have displays and delegates registered. This is the first time the congress has come to the Deep South for its gathering.

"I'd rather be living in the next four years than anytime in the past 6,000 years," President Burns said to the Ad Club Monday, "because during this time we will see the biggest number of basic improvements and inventions in the history of mankind. Inventors have had more time in the past several years to work on their brain children as business lagged. I claim that if our government heads or big business men had possessed the enthusiasm and optimism our inventors generally have, there would never have been a depression."

Miniature Cedar Chest Attractive and Useful

A novel premium item or salesboard article is the miniature cedar chest manufactured by the Nussbaum Furniture Company. The article has widespread appeal and is as attractive as it is useful. Finished in a natural cedar, it has all the features of a big chest and can be used for safeguarding a wide variety of small articles about the home. The chest measures 12 inches long, 8 inches wide and approximately 4 inches deep.

AMAZING!
TENDERIZES TOUGHEST MEATS

NO POUNDING
JUST DRIP ON
Tendra

MEN WANTED TO
EARN HUGE PROFITS SHOWING RESTAURANTS HOW TO SAVE BIG MONEY ON MEAT BILLS AND SERVE TENDER, JUICY STEAKS, ETC.

Restaurant owners are amazed, chefs praise it to the skies, customers rave about the delicious steaks, chops, etc. Because TENDRA, sprinkled on the toughest cut of meat, instantly, in a few seconds, tenderizes it and makes it as palatable as the finest and most tender tenderloin. Meat fairly "melts in mouth"—so tender it can be cut with a fork. Now restaurants, taverns, cafes, lunch rooms, institutions, hotels, roadside stands, etc., can buy the cheapest, toughest cuts of meat and just add TENDRA (no pounding). Tasteless and odorless—meats retain all natural flavor, juices, purity, and vitamins. Patents pending.

Every Eating Place and Home a Prospect

We want men to show TENDRA to all food places. Saves big percentage of meat bills and increases repeat business. You can prove this to anybody in 2 minutes and make big sale and steady customer. Absolutely no competition. Amazing profits — up to 243% — permanent business with every eating-place in your territory. Silver, N. Y., sold 20 bottles in 22 calls. Write quick for FREE SAMPLE and Exclusive Territory offer.

JOE J. MARX, President,
Tendra Kitchens, Dept. A-646, Cincinnati, O.

BAKELITE ASH RECEIVER
SUCTION GRIP SELL FAST

Molded in bakelite in various colors. Powerful suction cup sticks anywhere. Fast seller for autos, homes and office. Retails 15c. Sample 10c. Dozen 85c. Gross $9.00.

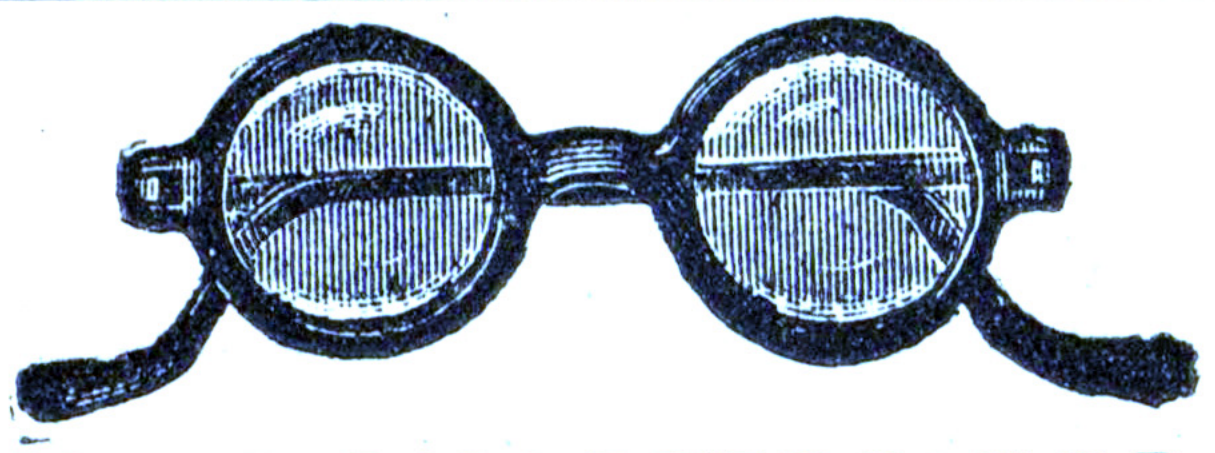
GORDON MFG. CO.
110 East 23d St., Dept. RE9, New York

DISTRIBUTORS

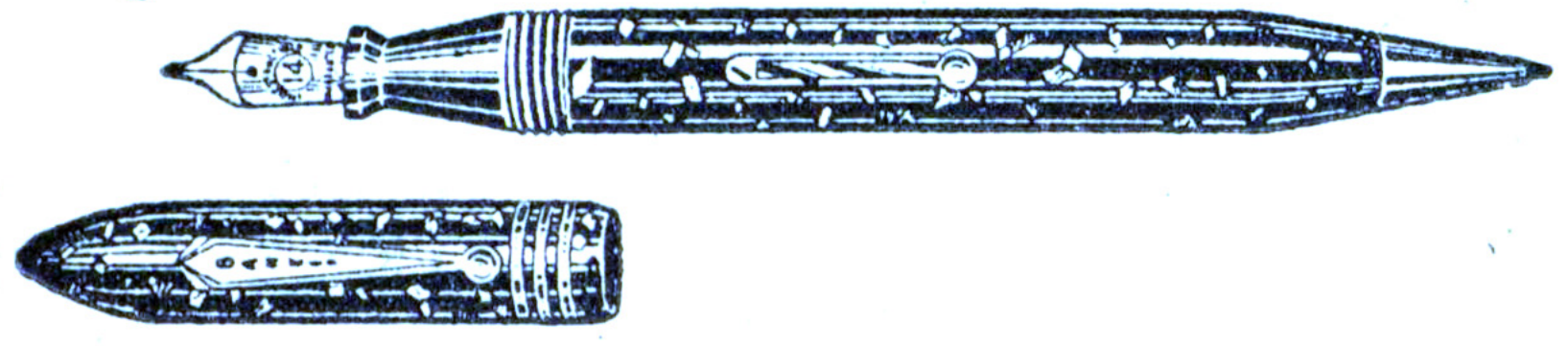
Latex Bandages, 2"x60". 5-Color Cellophane Package. Sells at 50c. Costs $1 per doz., or $9 per gross.

QUICK BANDAGES
801 No. Sangamon St., Dept B., Chicago, Ill.

YOU CAN'T FAIL
To Make Money with these Dandy Specialties.
Concave Stone Hones, to re-sharpen all makes Razor Blades. Each in box. Sample 10c. Gr.. 3.50
Newest Orange Juicer. Each with directions. Great crowd getter. Wonderful pitch item. Sample 10c. Gross...... 5.00
Apex Combination Knife Sharpener and Glass Cutter The tool that's right in quality. Each in box. Sample 10c. Gro. 7.00
5-in-1 Kitchenaid. Combines shredding, slicing, grating—safety strainer—converts saucepan into steamer. Each in 2-color envelopes. Dandy number for Peeler Workers. Sample 25c. Gross.. 11.00
GET BUSY with these specialties, they will fatten your B. R. Samples postpaid. Gross prices F. O. B. New York. Deposit to be sent on C. O. D. Orders.
CHARLES UFERT Reliable friendly service, prompt shipmts. Est. '13
19 East 17th St., New York


HEADQUARTERS FOR SPECTACLES and GOGGLES
We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
2.95
H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

GET IN ON MY NEW BANKER PENS and BANK YOURSELF A LITTLE MONEY. Everything in the Fountain Pen Line—Vacuum & Plunger Fillers. Send for my New Price List.

JAS. KELLEY, the Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

CRYSTAL JEWELRY!!!
For Fair Workers, Demonstrators, Concessionaires and Summer Resorts.
OUR NEWEST SPRING AND SUMMER LINE in Rainbow Crystals, Coral Items, Bone and Sport Jewelry, is Ready. Prices from $6 per Gross. Send $2 for Complete Sample Line. Free Catalog.
OLYMPIC BEAD CO., Dept. C,
307 5th Avenue, New York, N. Y.

MAGNETIC SPARK
The only Unit made of all Bakelite. Real Flash. Patented.
$5.00 PER 100
Samples, 25c Each.
No goods shipped without deposit.
L. YESNER, 3246 Ludlow St., Philadelphia, Pa.

MEDICINE HEADQUARTERS
A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, 137 E. Spring St., Columbus.

ATTENTION
MEDICINE MEN, STREETMEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Herb Tonic in flashy 3-Color Carton, at $15.00 A GROSS; $8.50 A ½ GROSS; $2.00 A DOZEN. Clip this ad for future reference.
CEL-TON-SA MEDICINE CO., Cincinnati, O.

SENSATIONAL HAND LOTION
Washes—Whitens—Softens—Perfumes WITHOUT WATER. Makes Knock-out Demonstration—Rolls off dirt in lumps—a Marvelous Pitch. Sells 25c. Sample, 10c. DOPKINS, 545 5th Ave., N. Y.

PEN ASSORTMENTS

New Stock. Latest Colors all year round. Send your orders to BERK'S for quality merchandise and prompt shipments. Send $1.00 for Samples.
BERK BROS. NOVELTY CO.
13 East 17th Street, New York City.

PIPES

FOR
PITCHMEN • DEMONSTRATORS
STREETMEN • NOVELTY SALESMEN
MEDICINE MEN • COUPON WORKERS

By "GASOLINE BILL" BAKER
(Cincinnati Office)

EDWARD DeBALD . . .
pipes from Wilkes Barre, Pa., that he is working a crystal demonstration at a local chain store. Ed has been in the biz about six years and during the past two summers has worked on the midway of the James Bell Producing Company, assisting Mrs. J. Russell on the shooting gallery. Ed has two sisters, known as the DeBald Twins, in musical comedy. At present they are in rehearsal with Gus Edwards' new *Sho Window,* opening Easter night.

* * *

"BUSINESS IN THIS . . .
territory is very good for paper men," infos A. Dell, Houston, Tex. "A good many of the boys are working in and around Houston. Would like to read pipes from R. J. Grammar and Hot Shot Austin."

* * *

DOC L. R. PRICE . . .
scribes from Philadelphia: "A lot of publicity has lately been given a so-called new pain killing agent, said to have been discovered by Dr. Leroy L. Hartman, Professor of Dentistry at Columbia University. Seems to some of us that Dr. Hartman is a little behind the times inasmuch as a number of pitchmen, working oil of Eucalyptus, have been inviting the public to step forward and have the pain in a tooth stopped in from three to five minutes. Dr. Hartman's formula contains Thymol, which is the active ingredient, and oil of Eucalyptus also contains a small amount of Thymol, and Thymol will actually even stop an abcess from throbbing when applied to the gums locally. If credit were properly placed some of it would have to go to the Chinese who have been preparing a combination of oils for toothaches for years, containing Thymol. Oil of Eucalyptus, with a small amount of Thymol, Menthol and Camphor added, is used extensively in nose and throat work by prominent physicians, in the treatment of catarrh. This last may be of interest to some oil workers, for repeats."

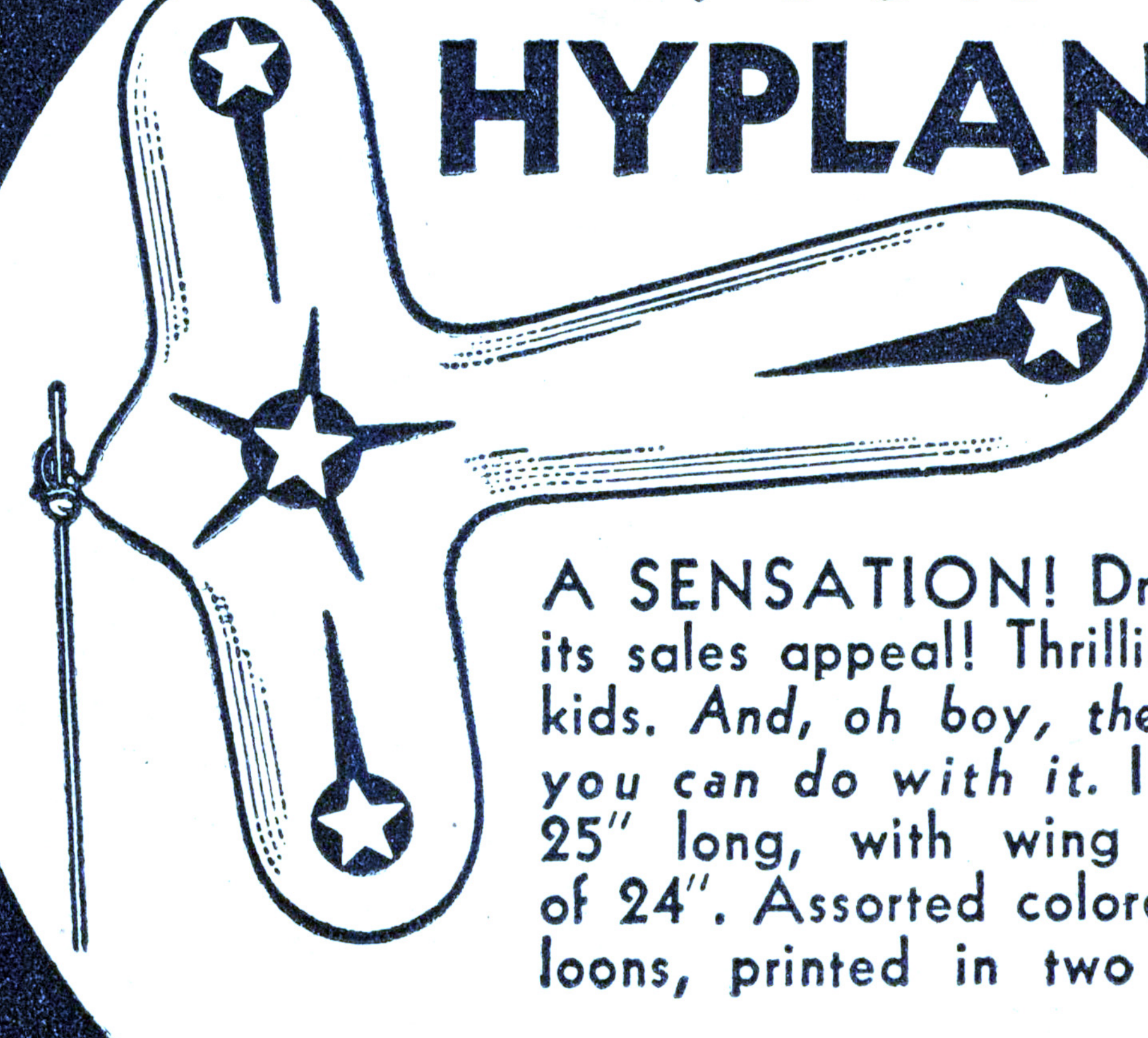
* * *

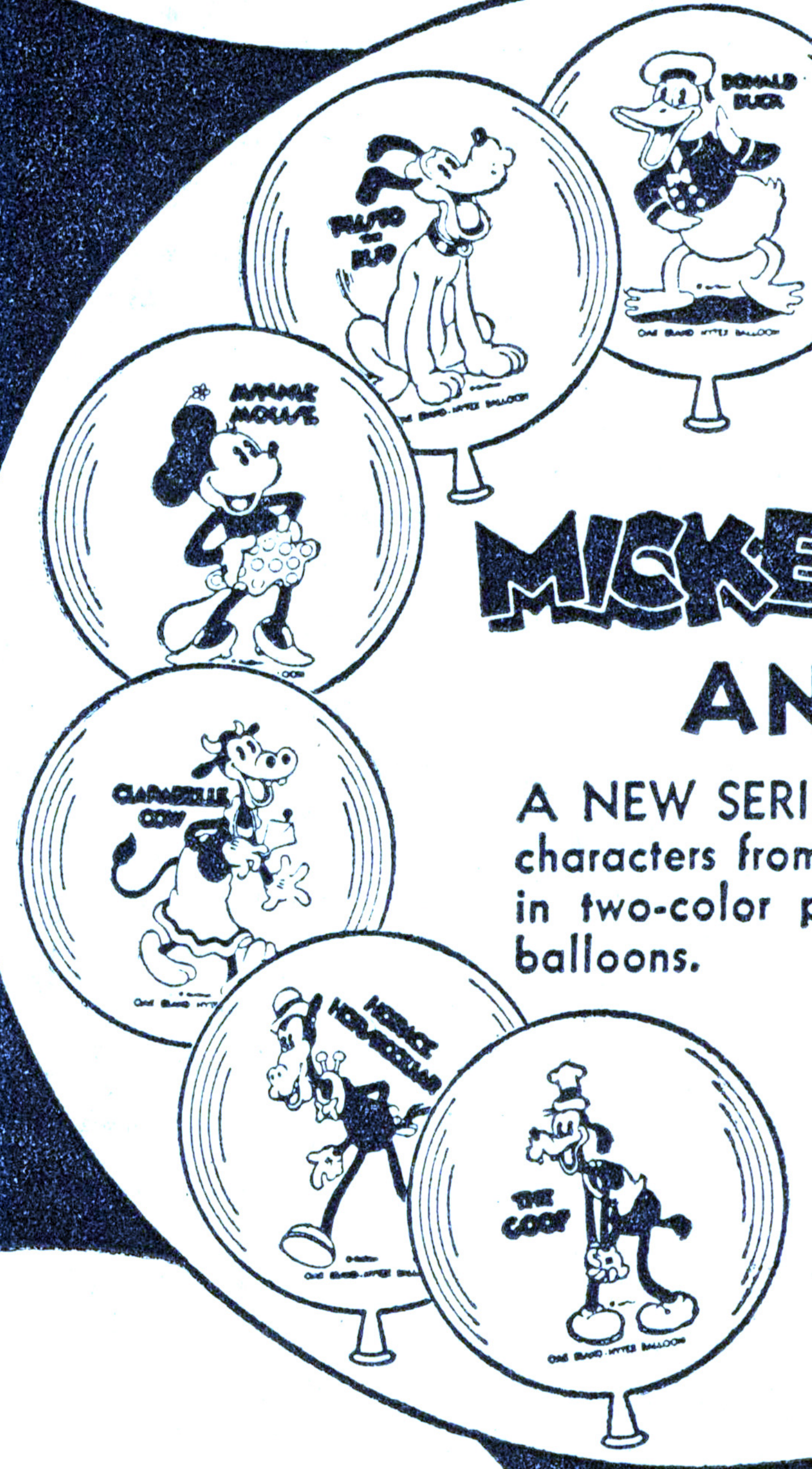
ART NELSON . . .
demonstrator par excellence, "travelling factory representative," etc., has been working crystals in a new Cincinnati 5 and 10 to such good results that the store manager won't let him go. Originally booked for two weeks, Art is now in his 19th consecutive week. Quite a record and it takes plenty of personality and sales ability to stick in one such prominent spot for that length of time. Now it begins to look as tho Art is really fond of the Queen City. One of our operatives recently came dashing in with the news that Nelson and Mabel Post, a local girl, were quietly married March 19. What was that song about *Love and a Dime* (store?). Not so good as a pun but let it stand—there goes the 5 o'clock whistle.

* * *

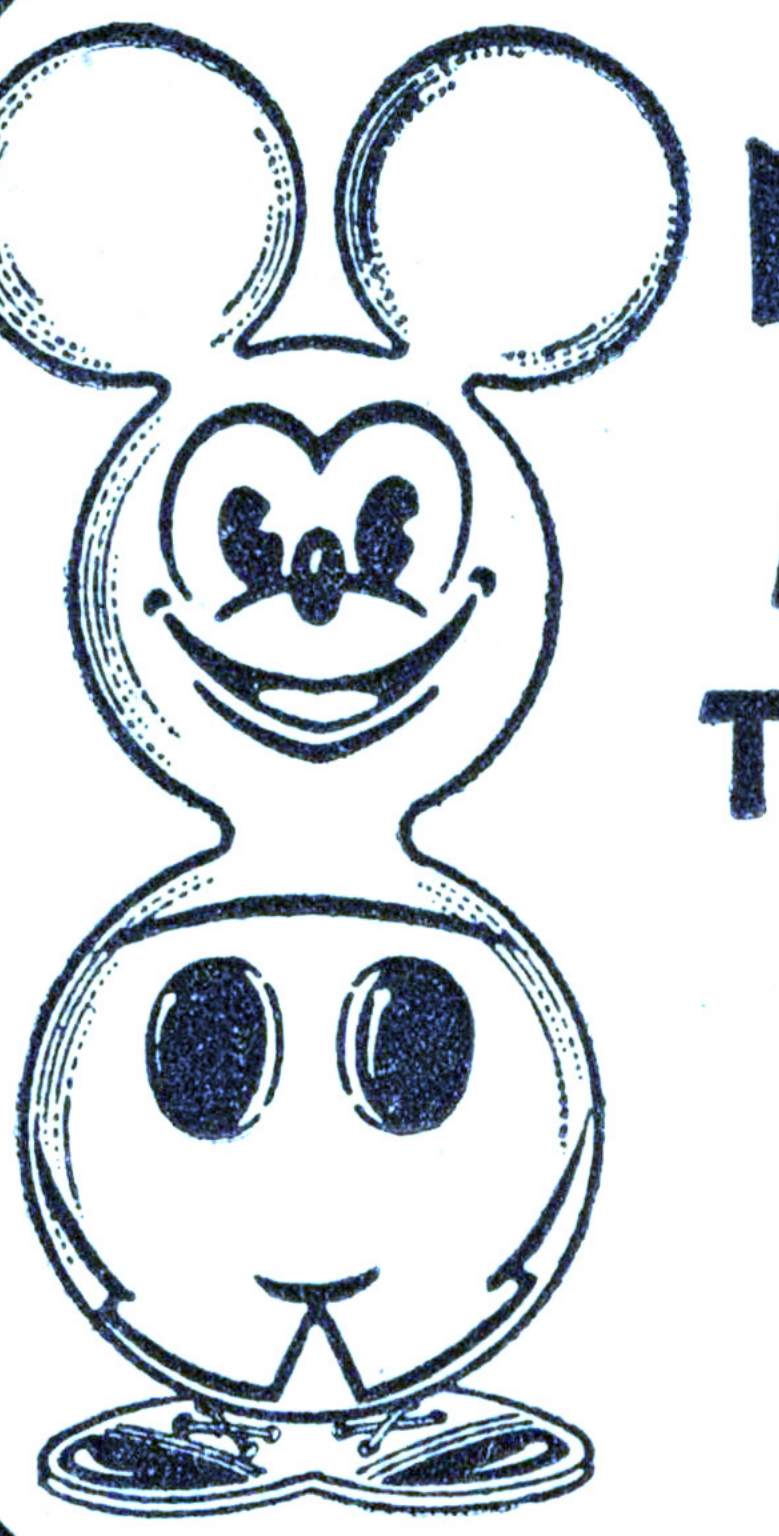
"NOTICE IN RECENT . . .
issue an absence of pipes from the West Coast, so will make sure that the Coast is represented in the Spring Special," pipes Herbert Johnston, from Oakland, Calif. "The workers out here do not neglect reading the weekly issues with a great deal of interest, but are a little careless on the matter of piping in regularly. Since my return from the East last fall I have met most of the Coast pitchmen personally. A few are singing the blues, but as a class, most all came thru the winter with at least a traveling and stock b. r. A few of those clicking include Paul Reeves, med.; Gene (Frenchy) Demar, Billy Goforth, Jimmy Watson, Richard (Irish) Owen, Johnny Hicks, Doc Morris, Frank Frankel and Brownie and Rice, coils. Most of the bunch will journey to Dallas for the Centennial. I will also be in Dallas to take in the show, but like Madaline Ragan, will work the sticks. Fresno has been very kind to from five to 10 of the nights this winter, working the open air market on Tuesdays, Thursdays and Saturdays. While across the tracks, at Ryan Corner, one can always get waffles and beans. Los Angeles is open again. You can bally on private property with-

OAK Brand HY-TEX BALLOONS

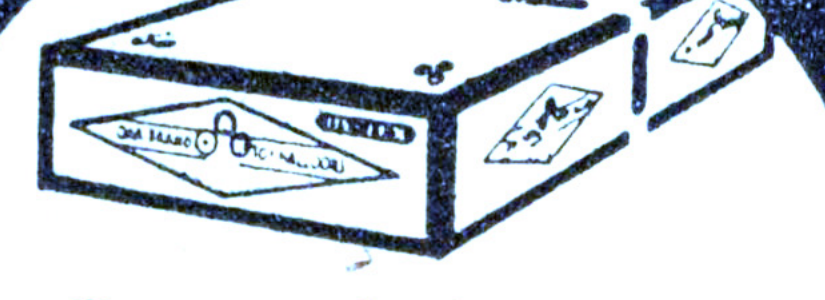
New HYPLANE

A SENSATION! Dramatic in its sales appeal! Thrilling to the kids. *And, oh boy, the business you can do with it.* Inflates 25" long, with wing spread of 24". Assorted colored balloons, printed in two colors.
Intended for use, and display, with reed stick. Demonstrated in same manner as flying bird.

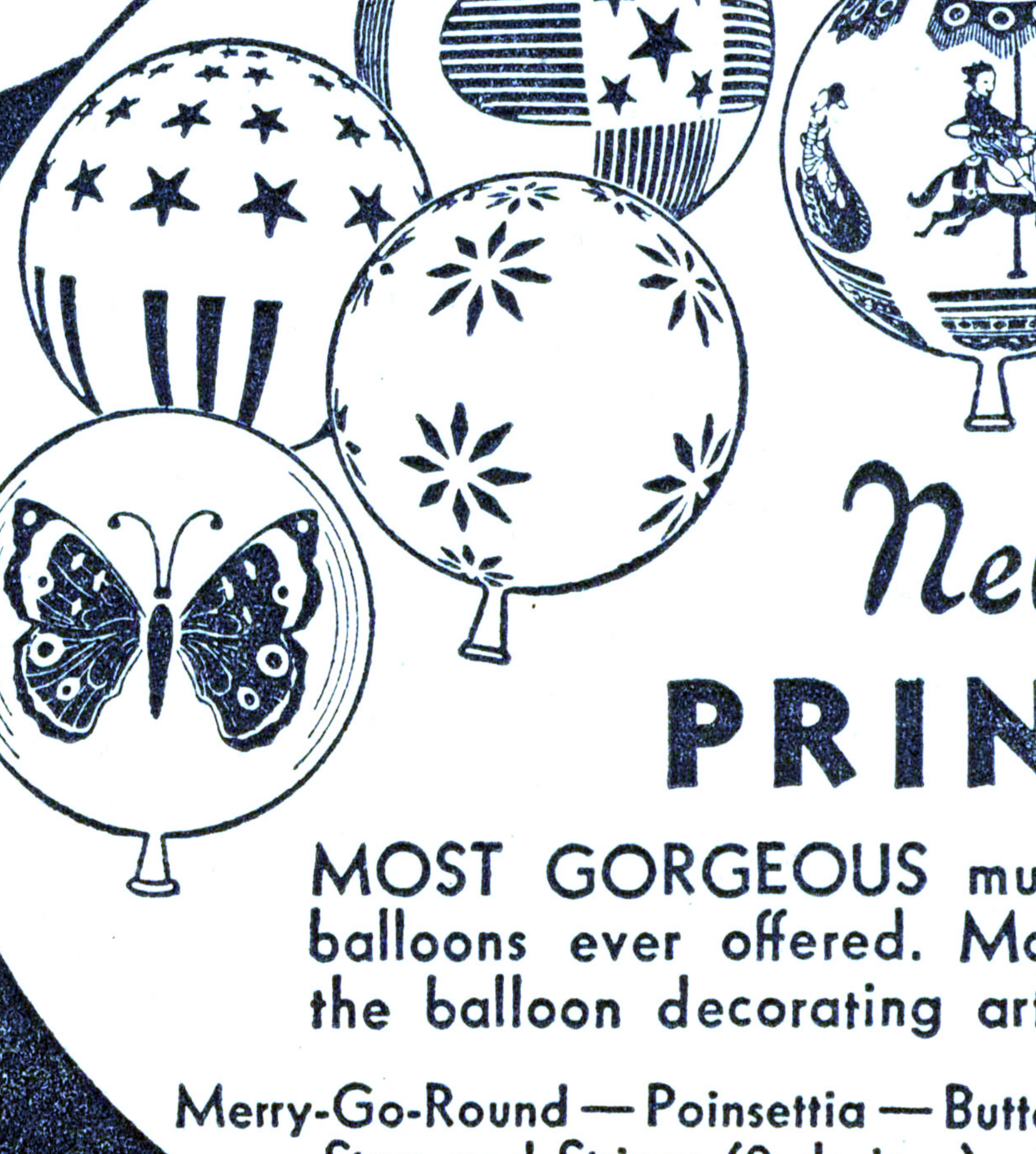


MICKEY MOUSE AND PALS
A NEW SERIES offering all the popular characters from Mickey Mouse comedies in two-color prints on two sides of the balloons.
Top Money Getters On Any Location.
EXCLUSIVE LICENSE WALT DISNEY ENTERPRISES


MICKEY MOUSE TOSS-UPS
TWO popular sizes to get you big money—standing 23" and 26" high. (Nos. 723 & 826)

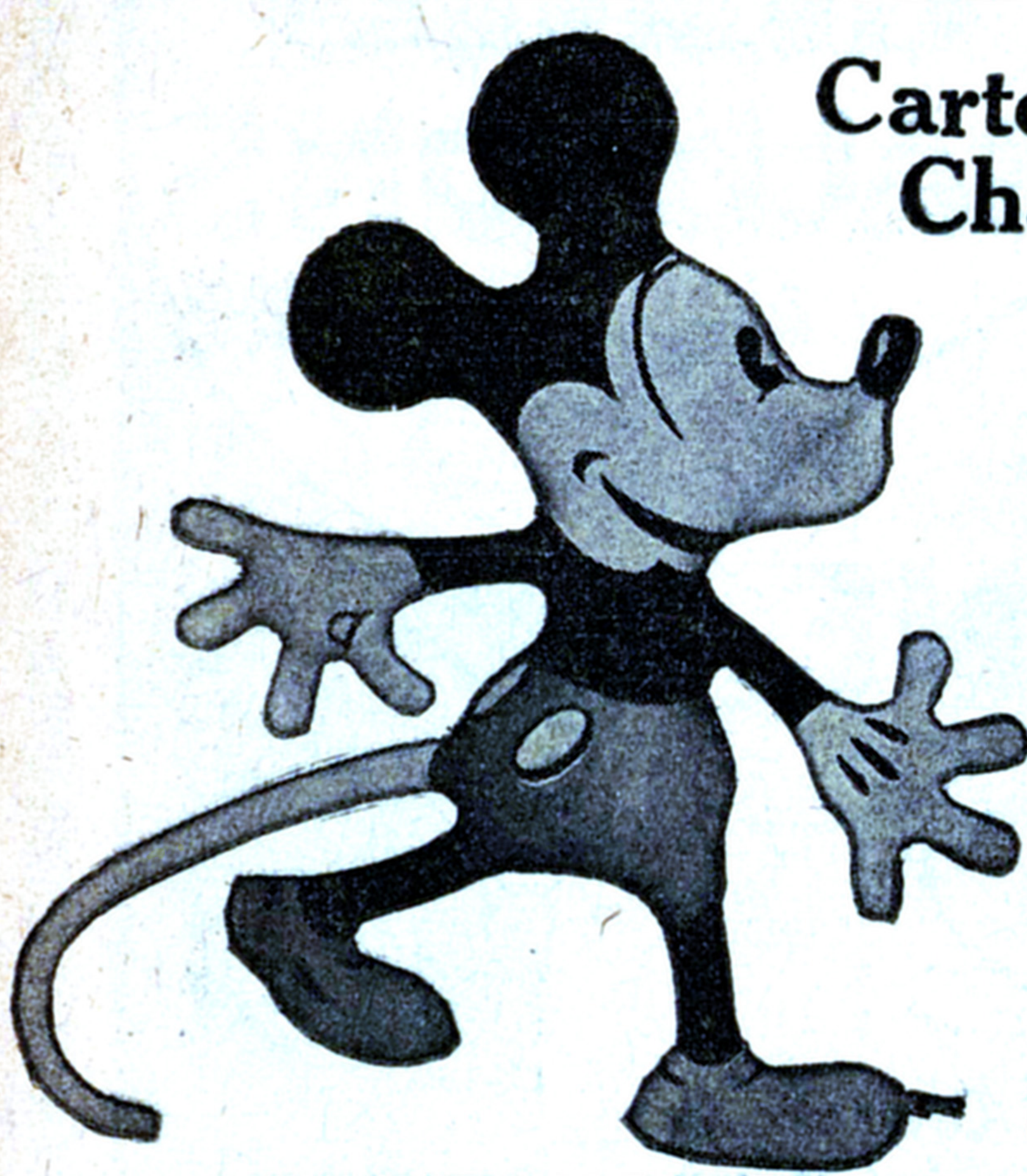
New ASSORTMENTS
STREETMEN'S SPECIAL
New group of 8 popular prints
DE LUXE ASSORTMENT
Contains 7 of newest numbers
PARK SPECIAL
Another 8-item variety


Genuine Oak-Hy Tex balloons are sold only in the Blue Box with the Yellow Diamond label.


New PRINTS
MOST GORGEOUS multi-color balloons ever offered. Marvels of the balloon decorating art.
Merry-Go-Round — Poinsettia — Butterfly
Stars and Stripes (2 designs)

Sold by Leading Jobbers
The OAK RUBBER Co.
RAVENNA, OHIO.

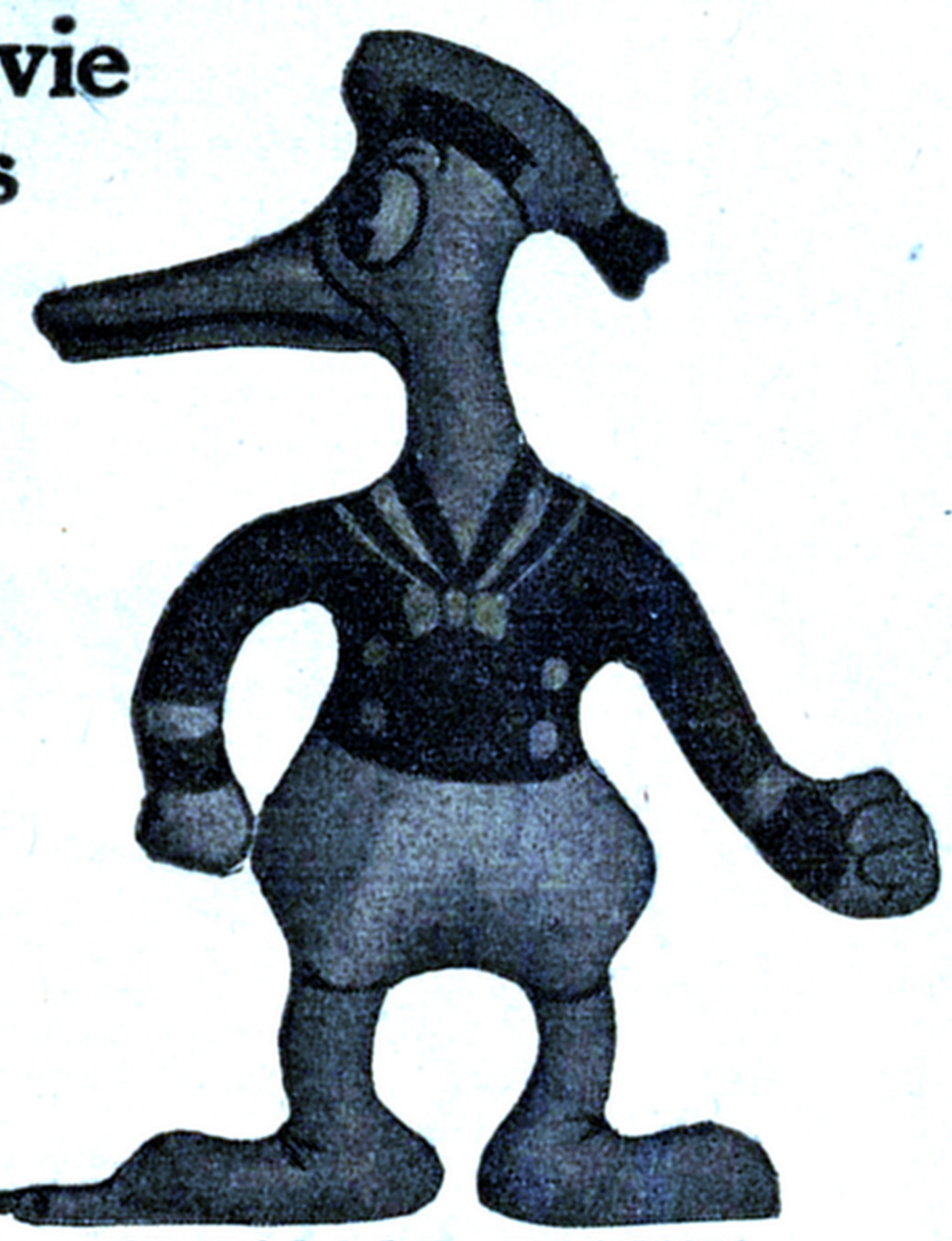
HERE THEY ARE!
and how they will sell for you
INFLATABLE RUBBER "Walt Disney"
Cartoon Movie Characters



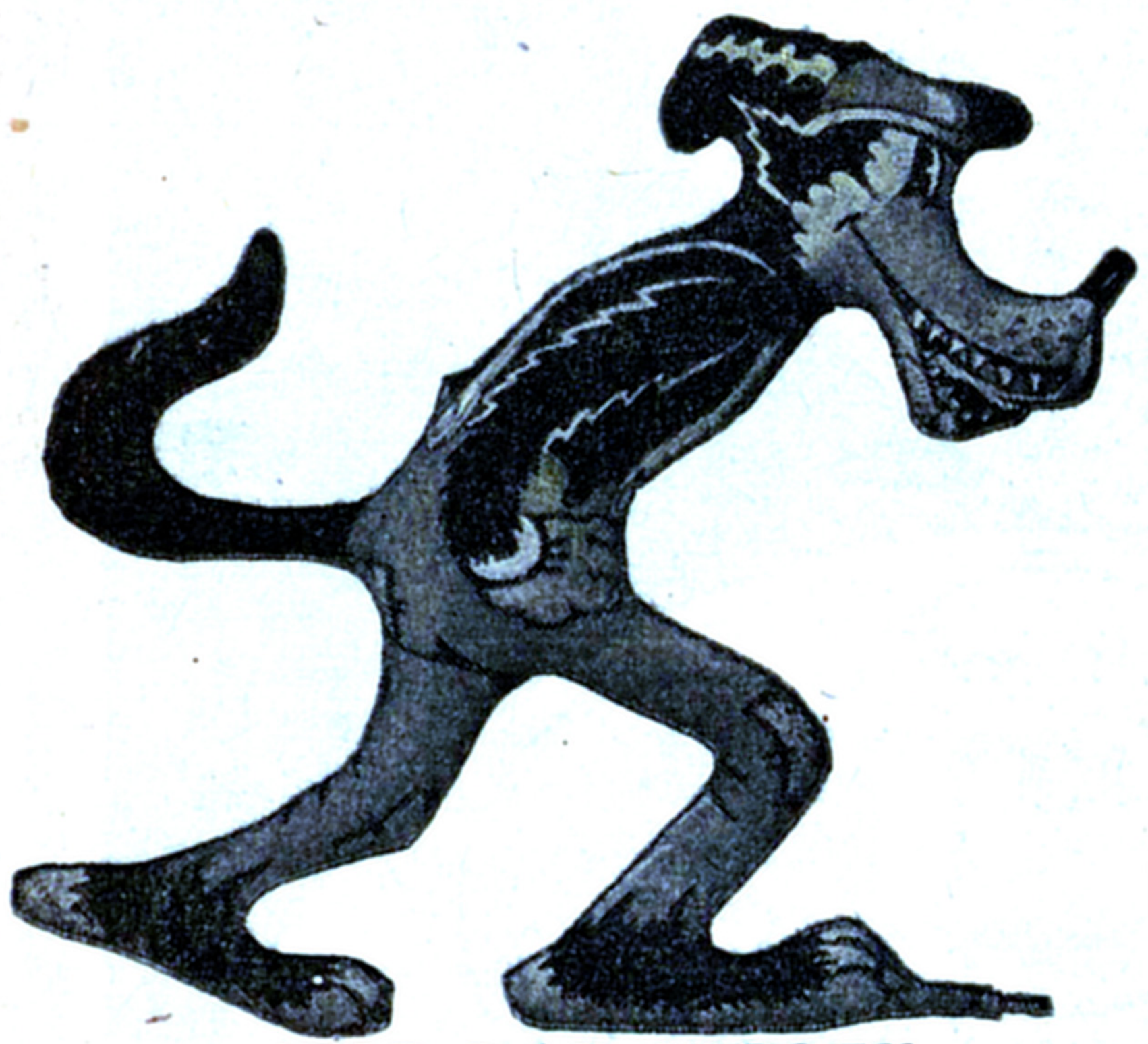
"MICKEY MOUSE"
12" High—White with Red and Black Decorations.

ONLY
10c
RETAIL

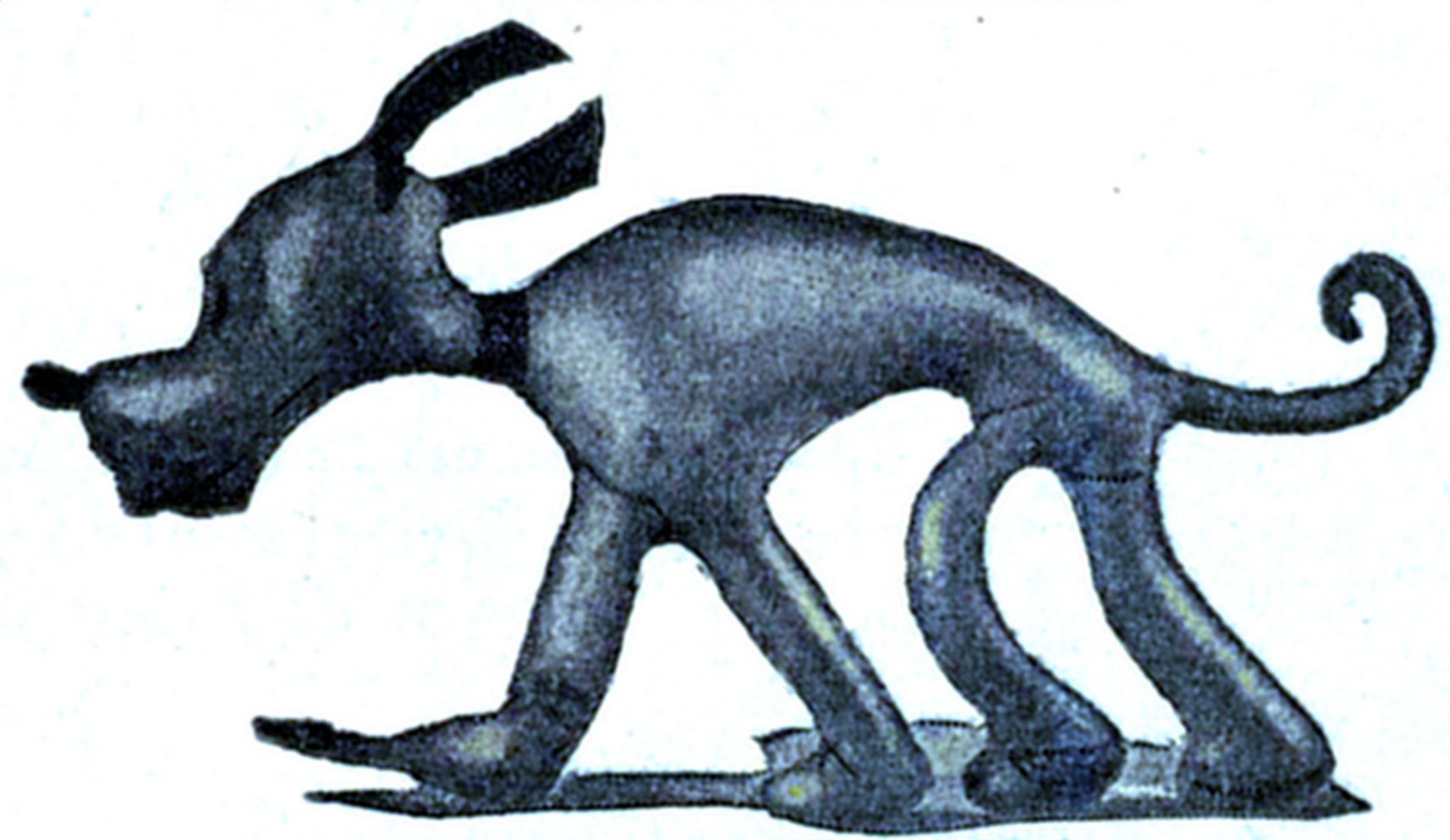
Fine Quality
AIR TESTED
Before
Shipment



"DONALD DUCK"
11½" High — White with Blue and Yellow Decorations.



"BIG BAD WOLF"
12" High—White with Red and Black Decorations.



"PLUTO THE PUP"
12¾" Long—Yellow with Black Decorations.

CONCESSION OPERATORS
You can't miss with this sure-fire line. Stock up now for a big profitable season. If your jobber cannot supply you, write us direct—we are the sole manufacturers of these items,

SEIBERLING LATEX PRODUCTS CO., Akron, Ohio

Free - GOLDFARB'S - Free
1936 CIRCUS BULLETIN
Write For Your Copy Today!

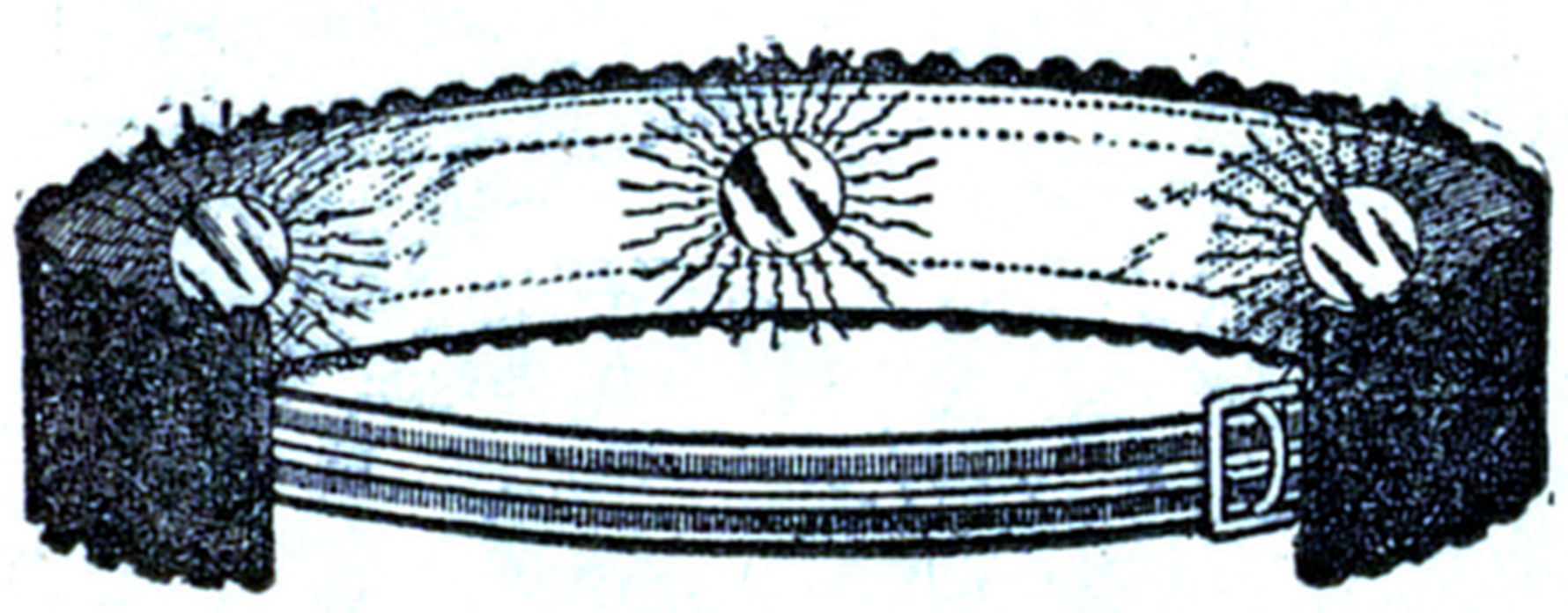
SPECIAL OFFER
TO MAKE NEW FRIENDS
NEW ALL SILK PARASOLS
Bright Colors — Hand-Painted Flowers. 25-inch spread — 8 Steel Ribs. Enameled Wood Handle with Silk Cord Attached.
Dozen $1.25

COWBOY HATS
NOVELTY CANES
BALLOONS
FLYING BIRDS
PARASOLS
INFLATED TOYS
LATEST TOSS UPS
WHISTLING WHIPS
RESORT SOUVENIRS
NEW DOLLS ON CANES

TEXAS CENTENNIAL
We have in preparation an exclusive line of Novelties for both the Fort Worth and Dallas Expositions that will positively capture the money. Send for Special Circular Illustrating our Texas Centennial Line.

VALUE PLUS
METALLIC HAT FUR MONKEY
Bright Fur Trimmed Body—Strong Gilt Springs. Height, 7¼ inches. Assorted color High Hats.
Dozen 35c
Gross $4.00

GOLDFARB NOVELTY CO. The House of Service 116 Park Row, New York, N. Y.



AGENTS, PITCHMEN AND SPECIALTY SALESMEN
Looking for fast-selling money-making Merchandise, ask for New Net Wholesale Price on Electric Belts, Insoles and other Specialties.
THE ELECTRIC APPLIANCE CO.
E. A. Co. Bldg., Burlington, Kan.

LEADER TIES—SLIP-NOT-TIES
Patented.
The Ties with the Ready-Made Knots. Hold their shape forever. Silk lined. Latest spring patterns—woven materials—satin stripes—jacquards—plaids and solid colors. Best 50c sellers—repeaters. Young and old go for it in a big way. $2.50 per dozen postpaid
Send for sample dozen & be convinced. Money refunded if not satisfied.
M. LEVINE, Inc. (Manufacturer of Neckwear)
13 North 13th St. Philadelphia, Pa.

SUBSCRIPTION PRODUCERS
FOR NATIONALLY KNOWN WEEKLY
Old Established
SELLS FOR $1.00 A YEAR
Very Popular
CIRCULATION MANAGER
469 Fifth Avenue, New York City
No Post Cards, Please.

out fear of having to visit Lincoln Heights and telling to the man, providing you are set with a reader and property permit. Bakersfield closed about two months ago. The boys all worked it hard last winter. Sacramento is wide open, but tough to build up a b. r. The boys have been doing well at Oakland, with a small reader. S. r. is free. San Francisco is closed except for the markets and stores and building where you have a key. San Diego fair not so hot, except for hustlers. Would like to read pipes from Bill Goforth, Whitey Alm, Bob Bellman, Dave Schoen, Tagore, Johnny Roxford, Jack Hunter and Shorty Walker. Worked Marysville last Saturday. Business was good. Oreville is closed. Am looking forward to this Spring Special and if it trumps last year's edition, I will claim *Billyboy* as a real champ."

* * *

"AM LEAVING HERE . . . for the East soon," tells D. F. (Hoot) McFarland from Waterloo, Ia. "For what reason I don't know for I don't expect business is any better there. To tell the truth I am not doing as well now as in years past, regardless of all this bunk about better business. I am not singing the blues, neither am I one of these self-kidders, nor am I to be kidded into believing I am enjoying something I am not. For my part, I am going up into New England and live on a farm before I lose all my faith in humanity. They tell me that silence is an excellent substitute for brains . . . that when a pitchman's conversation begins to dwell on what he used to be he is thru . . . that the average pitchman is one who really considers himself a little above the average. . . . What is needed in this country is a money that can not be begged, borrowed, loaned or stolen, saved or hoarded, for a political power founded on spending other people's money should be ended once and for all. It seems to have become the established practice that the representative of the people, the politician, is the only one competent to spend the people's money. That he has been permitted to do so seems to come from the fact that the average citizen never had sufficient money of his own to learn how to spend it. There is a reason for all things. But few people ever look at such things from an engineering standpoint."

* * *

"JUST A LINE . . . for Pipes from Tijuana, Mexico," cards Doc Rockwell, of razor blade fame. "Been working the blades in Frisco, Oak-

IT SELLS PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!

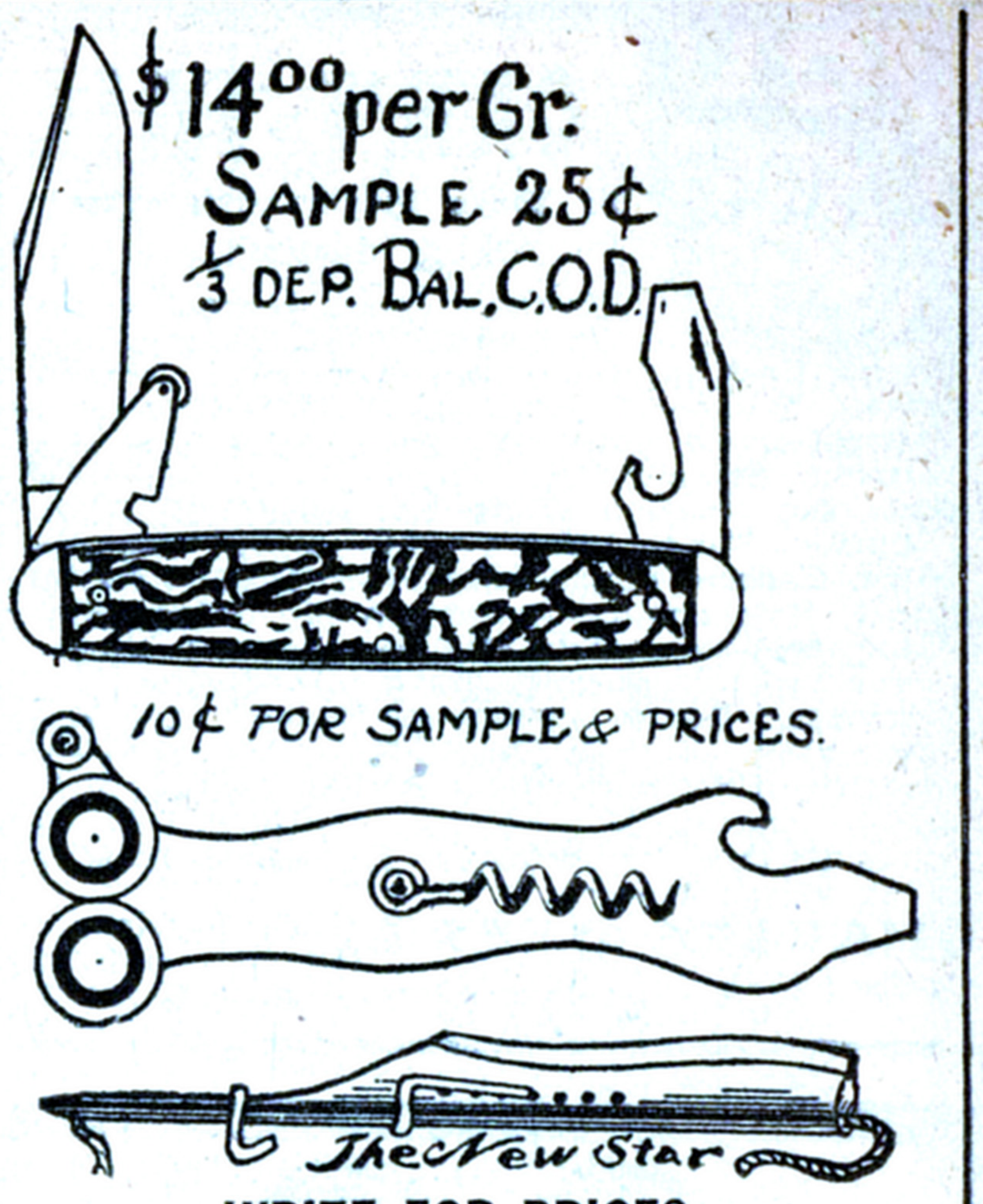
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

AUTOMATIC GAS LIGHTER
450% Profit. We pay P. P. Charges.
$1 A DOZEN.
Rush Name and Address for Sample—FREE.
$8.00—15 Doz.
Net Profit,
$37.00
FREE SPECIAL—Retails 25c
3 Doz. Gas Lighters Free with Each Gross.
GREEN WOOD HANDLES, BRASS HOOKS. Packed on Individual Cards. WRITE TODAY.
NEW METHOD MFG. CO., Desk BB-12, Bradford, Pa.

RING WORKERS!!!
The Very Latest in Rings! Whitestone Rings That Look Like Diamonds. Birthstone Rings of Unusual Quality. Cameo Rings in Latest Patterns. Our line is of UNUSUAL APPEAL and Beauty. GUARANTEED LOWEST PRICES!!!! Send $2.00 for complete SAMPLE LINE. IMMEDIATE DELIVERY!!! Catalog Free. OLYMPIC BEAD CO., Dept. R, 307 5th Ave., New York, N. Y.

WORK FOR YOURSELF
Biggest and Quickest Sales are made in Brushes. Investigate. Send for our attractive proposition.
WIRE GRIP SANITARY BRUSH CORP.
220 Southern Blvd., New York City, N. Y.

WILL ROGERS 1,000 LATEST JOKES.
10,000 Laughs; Wiley Post Eulogy, 4c, sells 15c. Sample 10c. Veterans' Magazine, Joke Book. Going good. VET.'S SERVICE MAG., 157 Leonard St., New York.



$14.00 per Gr.
SAMPLE 25¢
1/3 DEP. BAL. C.O.D.
10¢ FOR SAMPLE & PRICES.
The New Star

WRITE FOR PRICES.
E. P. FITZPATRICK,
501 No. Van Buren St., Wilmington, Del.

MEDICINE MEN
GET STARTED RIGHT
FOR BETTER
SPRING AND SUMMER BUSINESS
WITH BECKER PRODUCTS
Soaps, Tonics, Liniments, Nerve Tonic Tablets and Salves. All under your name if you wish.
Best Selling Herb Package on the market, formula attached. Low Prices—Plenty Margin for You.
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(Established 1890)
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"ALL SET AND SATISFIED?"
If not, get our prices on Merchandise of Quality, Tonics (Liquids or Herbs), Oil, Family Ointment, Corn Remover, Soap. Anything, everything you need to start you on the road to greater success.
Ask any Medicine Man About Our Service.
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The Largest Manufacturers of this Product in the World.

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Complete Stock of One-Minute Photo Supplies — Quick Service — Lowest Prices — Give Us a Trial.
WRITE FOR LIST.
Note Our New Address.
FREEDMAN CAMERA CO. 227 East 119th St., NEW YORK.

MARVEL CAKE DECORATORS
are the best and prices are the lowest. Samples by mail, 25c. Manufactured by
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SILK! SOCK! SPECIAL!
15,000 DOZEN MISPLATED MEN'S RAYON SILK AND COTTON SOCKS,
Second and Third Quality, Assorted Colors to the dozen. Packed 30 Dozen Pairs to the Shipping Case. SPECIAL PRICE FOR QUICK SALE, $12.00 PER CASE, F. O. B. NEW ALBANY, IND. CASH WITH ORDER. A Sample Dozen for your inspection will be sent to you prepaid upon receipt of One Dollar. The Only Sock That You Can Retail For 5c a Pair and Still Make Money. WAKE UP! ACT NOW! FALLS CITY MERC. CO., Box 305, New Albany, Ind.

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America's leading Poultry Magazine needs experienced Sub. Men in Eastern and Northern States. Side line or full time. Every farmer a prospect.
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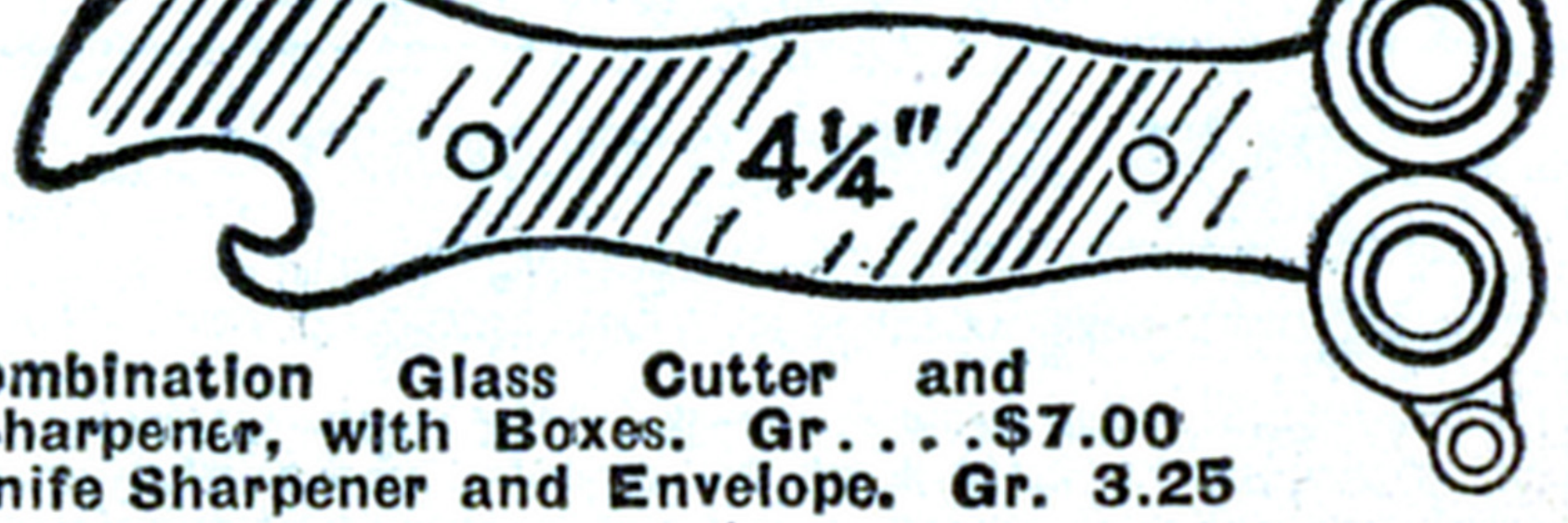
SELL HANDKERCHIEFS—Staple, Profitable. Specialty Men. Jobbers, Agents. Write HANDKERCHIEFS, Dept. B, 3 W. 29th, New York City.

APEX IS BETS



Combination Glass Cutter and Sharpener, with Boxes. Gr. . . .$7.00
Knife Sharpener and Envelope. Gr. 3.25
BERK BROS. 13 East 17th St., New York, N. Y.

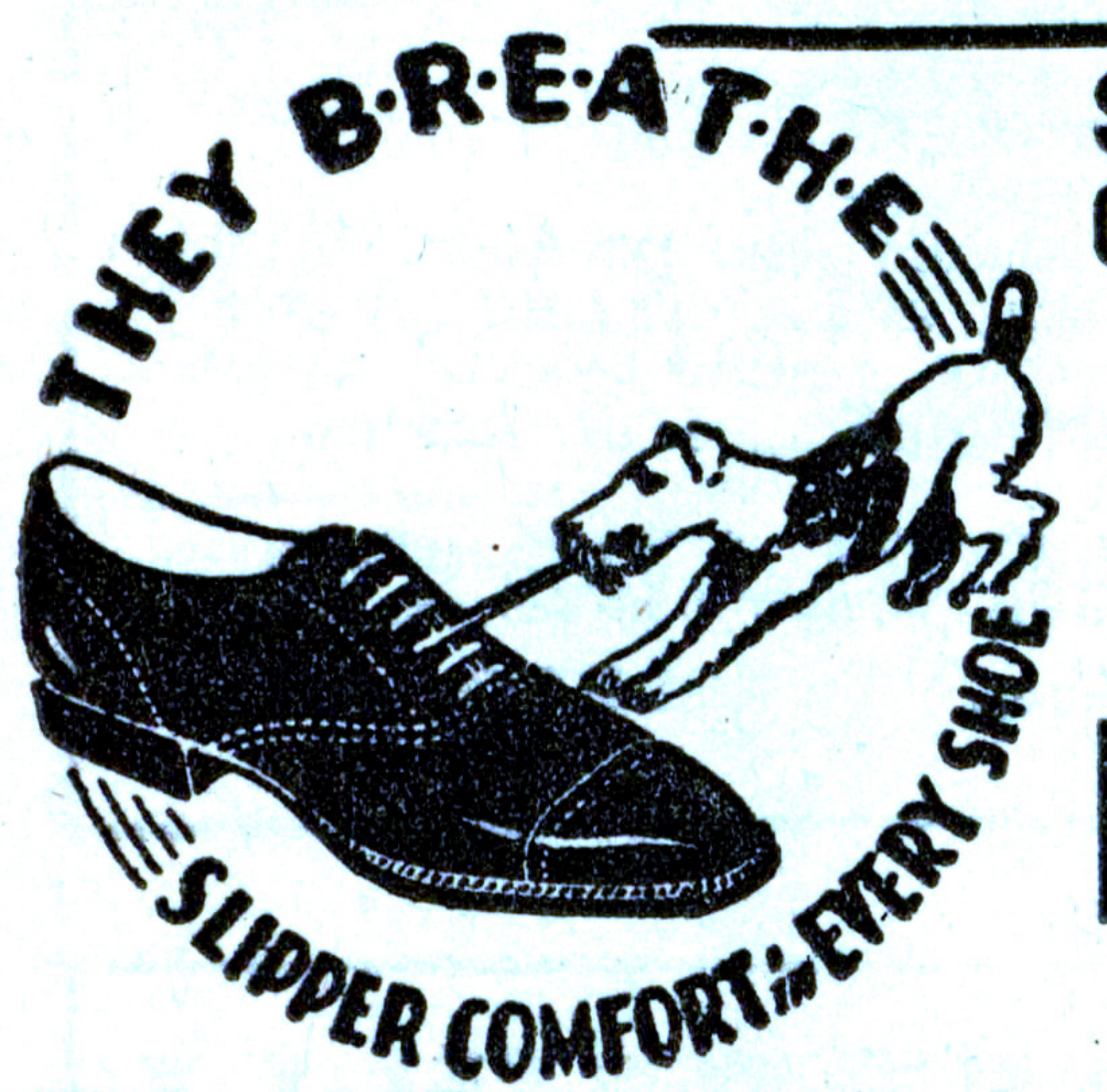
ENGRAVERS

Buy right and you can sell right;
Buy from us and you'll win the fight,
For our quality goods are low in price
And our prompt service will give you delight.

These are a few winners: Signet Rings, $6.50 per gross; Identification Bracelets, $8.50 per gross; Tie Holders, $5.00 per gross; Sweetheart Pins, $5.00 per gross; Engraving Machines, $3.75 each.

Send us your order now. Satisfaction guaranteed or money back! With every order of $5.00 or over, we will include samples of our entire line without charge. Unaccompanied by an order, $1.00 will bring you the complete samples. By having no catalogue, no printing expense, we save you money. Quality, non-tarnishable jewelry at the lowest prices in the country! Let us prove it.

AMERICAN JEWELRY MFG. CO.
Established 1920
Plainville, Mass.


THEY B·R·E·A·T·H·E
SLIPPER COMFORT in EVERY SHOE

STEADY SALES GOOD PROFITS with SHU LASTIX

A staple item with a modern twist, SHU-LASTIX is the new elastic shoelace. Saves time and money for user. Eliminates unlacing and lacing, knots, loose ends, bows, binding caused by ordinary shoelaces. Outlasts ordinary shoelaces by several pairs.

Each pair on attractive display card with full directions for simple lacing.

Send Ten Cents for Sample Pair.

75c Dozen - $7.80 Gross
Dept. E.

SHU-LASTIX CO.
1 Union Square, NEW YORK CITY.

Everybody is Interested in Maps
NEW 1936 ATLAS

You can travel, "see America," and make handsome profits as you go. Quick sure sales. New up-to-date 80-page Atlas. Just out. Size, 11 by 14 inches. United States, Canada and Mexico. Deal direct with publisher. Operate your own business. Amazing returns. Best season now starting. Sample copy 30c. Write at once for full information. We guarantee you can sell this book. Act now. Write today.

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Do You Want to Make Money

HERE'S YOUR CHANCE
with the
CARTER FOUNTAIN BRUSH

A Sign Writing Fountain Pen for use on Windows, Show Cases, Blackboards or any surface. In demand at Stores, Schools, Auto Dealers and Gas Stations. Restricted territory. Sample, 25c.

CARTER PRODUCTS CORPORATION,
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MEN AND WOMEN

You may stand on your head to read this ad, but if you answer it, it will put you back on your feet financially. For 25 cents coin (not stamps) we will send you enough material, along with instructions, to take in $250.00 before you need spend one more cent. Hire some one else to do the work on a commission basis. An entirely new and profitable proposition.

COMMUNITY ENTERPRISE
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AGENTS — DEMONSTRATORS

Here's a Winner. Miraclefoam, amazing new discovery. Removes ink, oil, grease, gum, tar, paint, blood, iodine, etc., from clothing, rugs, carpets, upholstery and 101 other things, like magic. Without injury to the finest fabric. **Sells for 50c ½ pint can. Cost you $2.25 per doz., $24.00 per gross. Sample can 35c postpaid. (25% Cash with order, Balance C. O. D.) J. I. GOLDBERG & CO., 513 East 173 St., New York City.**

land and Los Angeles. San Diego is closed. Won't give a reader at any price. No one working there. Expect to go into El Centro, Calif., then to Arizona. R. G. Stewart, of knife-sharpener fame, is now working with Gunny Smitty. Had good year in Seattle and the Northwest."

◆

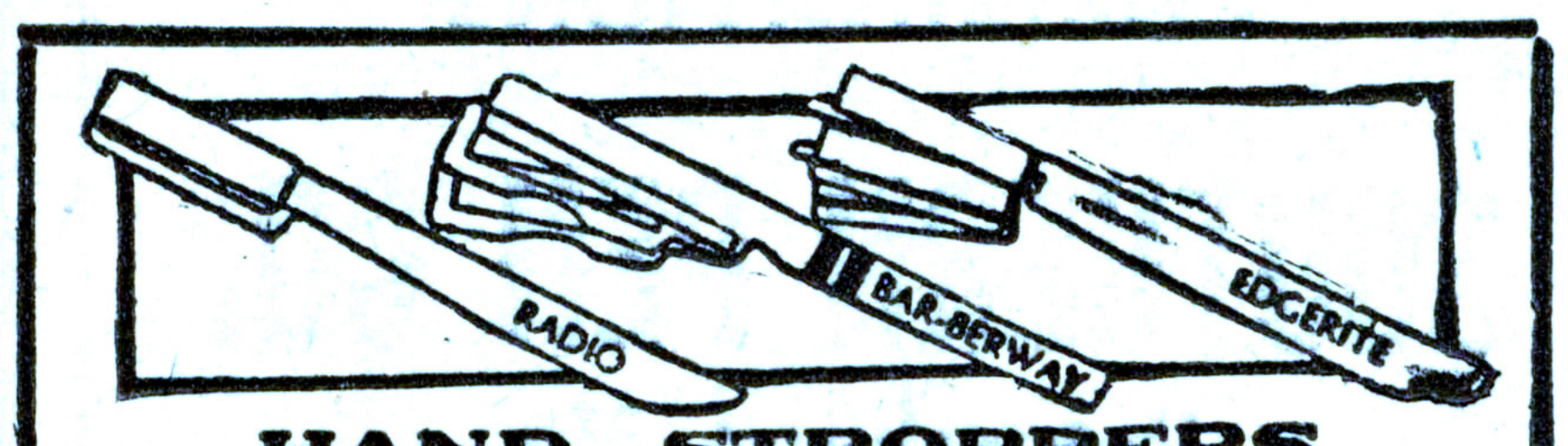
"HERE WE ARE IN . . . Ohio," cards Harry Woodruff from Marion. There have been a dozen coupon men here, but we are still selling pens. The wife and I are working toward the Coast and expect to go into some kind of business in California in the fall. Have saved enough to begin thinking of settling down. May buy a drug store and try our luck at that for a while. My wife got lucky and won a bank-night prize at a theater the other night. Still driving the Packard and enjoying life. Am working eight towns this week."

◆

"IT HAS BEEN SOME . . . time since I piped in," scribes George Richard from Miami. "I have been laying off and working a little around here this winter. There have been big crowds here and quite a lot of rain and cold weather, but the town is full of all kinds of showmen and pitchmen, mostly putting in the winter waiting for the bluebirds to go north and they will follow them. Miami seems to be the vacation grounds for the leading medicine men who come here every winter now. Doc Harold Woods is at the Miami Keystone tourist camp with his entire medicine show and acts as the emsee in giving dances and other entertainment in the big hall there three nights a week. One night he puts on real medicine show acts and promotes all of the actors and performers that he can find in Miami and puts them to work helping putting it over, and, of course, he sells candy. Doc Woods has erected a smoke stove. He keeps full of smoked fish which the bunch bring in every day. Quite a lot of medicine men are staying in the camp in cabins and trailers. Among them are Doc Bert Cayton and wife, Doc Paul Ballard and wife, the widow of Chief White Eagle (Doc Worrell and wife were in camp for a couple of weeks and are now in Lake Worth, where they winter every year),

NEW PEN SENSATION!

Grodin Plunger-Fill Vacuum Fountain Pens
Just Pull the Plunger and the Pen is Full! Our Price on this is as unusually low as is our complete line of Pens, Pencils and Combination Pen and Pencil Sets.
Write Today for Full Particulars.
GRODIN PEN CO., 396 Broadway, New York, N. Y.



HAND STROPPERS

$6.00 per Gross.
RAZOR STROPS, $4.80 to $72.00 per Gro.
WALLENBECK MOLAND MFG. CO.,
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MEDICINE MEN

Write for Catalog. The House of Dependability Since 1895. Obtain our Prices on your Private Label Remedies.

THE QUAKER COMPANY
Manufacturing Pharmacists,
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SHOE! LACE! SPECIAL!

For Salesmen who call on SHOEMAKERS, SHINING PARLORS, GROCERIES, SHOE STORES and DRY GOODS STORES. 12 Boxes of Shoe Laces, each box contains an assortment of 100 Pair of Laces in Sizes 18" to 72", Assorted Colors to the Box. **Special Price $9.60.** Cost you 80c. You sell it for $2.00; brings merchant $5.00. Terms: Cash with Order, F. O. B. New Albany, Ind. One Sample Box will be sent to you prepaid for **$1.50.**
FALLS CITY MERC. CO., Box 305, New Albany, Ind.

CASH IN 100 TO 200% ON SHINO-WAX

First time on national market—world's only Weatherproof and Dustproof Auto Polish and Cleaner. One application restores original color of finish, leaving a dry, lustrous, protective glaze, lasting from 6 to 12 months. Easy, quick, flash demonstration—sells itself!!
Distributors, Agents, Demonstrators, Pitchmen Wanted. Sample 25c.
Sample 25c.
SPECIALTY PRODUCTS CO., Hammond, Ind.

SOAP AGENTS

Write for FREE SELLING PLAN and PRICES on our new DR. RAY'S MEDICATED FACIAL SOAP and WASH-WELL SOAP POWDER Deal. Also over 50 other Soaps in attractive packages.

L. C. CHERRY COMPANY
Desk 4, Cincinnati, O.

PITCHMEN·DEMONSTRATORS
FAIR WORKERS·

GAP DEMONSTRATORS TAKE NOTICE

We Stand Supreme When It Comes to Radio Units. Full Co-operation for Experienced Workers — Plenty of Information to Right Men.

Get the money with the MASTER LINE

Our Latest Product: "All Wave Filter." A Powerline Filter that positively Eliminates Noises and Gives Clear Reception—Your Demonstration Proves It and Brings in the Money.

"ALL WAVE FILTER"

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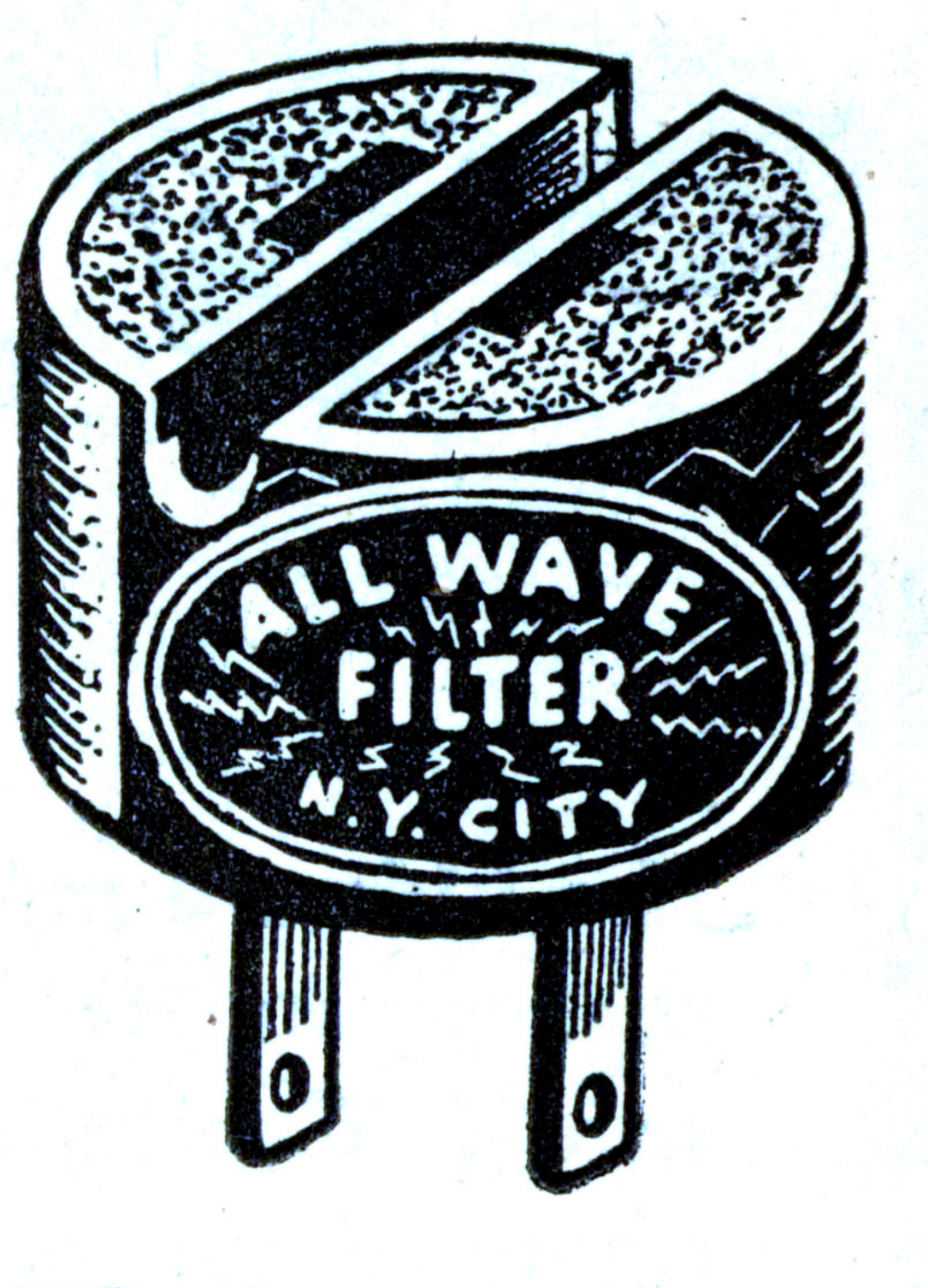


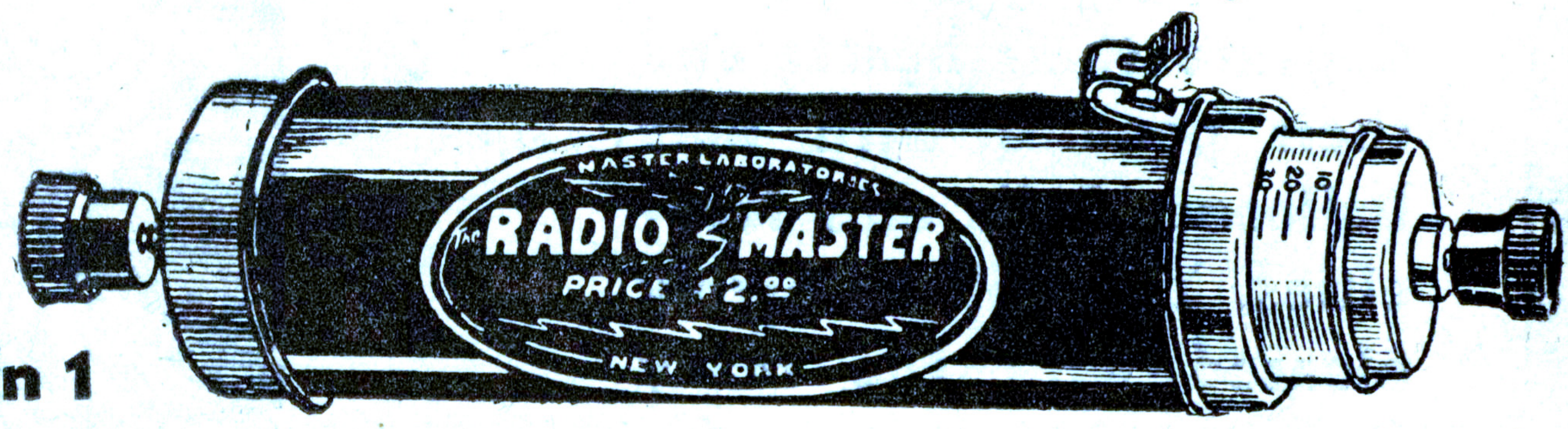
Contains a 600-Volt Special Duco Condenser—The Bakelite Finish and Mechanical Construction will convince both Yourself and the Buyer that this Device is a Substantial Scientific Product.

$7.50 *PER HUNDRED* *Sample 25c*

RADIO MASTER

has been a proven MONEY GETTER for years

Everybody Knows this Item!



4 Instruments in 1

Can be demonstrated on any Radio Set. Fastest selling device ever produced. Eliminates Static, Separates Stations, Improves Tone, can be used with or without aerial. Nationally advertised at $1.00. Demonstrated in one place over a year. Not a "hit and run" item. Bakelite Finish, bright copper ends.

$15.00 *PER HUNDRED* *Sample 50c*

25% deposit with order, balance C. O. D.—We make Immediate Shipments.

Master Radio Laboratories
206 BROADWAY NEW YORK, N. Y.

ENGRAVERS

Again out front with the new fast-selling numbers. **NEW Pins and Guards—NEW Brooches — NEW Fobs — NEW Bracelets— NEW Animal Name Pins—NEW MONOGRAM JEWELRY with Snap-In Initials and 101 more.** Samples sent for inspection with a Money Back Guarantee. Complete Electric Engraving Equipment.

ALWAYS SOMETHING NEW AT

EDW. H. MORSE & CO.
Attleboro, Mass.
"We Lead, Others Follow."
New Catalogue ready May 1st.

HERBS

AS LOW AS $5. Gr.

SOAP

As Low As $3.40 Gr.

Large 3-Color Cartons Printed Under Your Own Name, In Lots As Low As One-Half Gross.

STOCK HERBS - Large Flash Pkg. $4.00 gr
29c Coupons, Printed both sides - 75c per M
Stock Soap, coco-oil, Flash carton - $3.25 gr

Write Today, Send 10c if Samples Wanted.

OZONDA COMPANY
821-25 Bulen Ave., Columbus, Ohio

HUM-A-TUNE
10c

WHISTLE MEN! Attention

Excellent money making proposition for a limited number of good whistle men. Free sample to experienced who supply previous record when replying. . . Others desiring sample, send 10 cents.

Western Mfg. Co. Guardian Bldg. St. Paul, Minn.

IF YOU KNOW

How to sell or how to organize a crew of hustling sales people, write at once for prices on the world's finest White Shoe Cleaner. Big repeat business because there is nothing like it. Thousands of people in your territory will gladly pay 25c for one bottle when they see your demonstration. For quick action, send 25c for two bottles.

DEPARTMENT 747,
361 Baxter Ave., Louisville, Ky.

Get Set for Life! IN COUNTER CARD BUSINESS

Have a BIG-PAY STORE ROUTE

NO INVESTMENT NEEDED.

Good pay right from the start handling one of our regular routes. Place famous line 5c-10c Counter Card Goods with steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Chocolated Laxative, Bromo Fizz, Mercurochrome. All mounted on new-style, salesmaking, self-help counter displays. Up to 140% profit for you and merchant. Make up to $65 weekly. A lifetime business. Big Catalog and Samples sent free.

WORLD'S PRODUCTS CO.,
Dept. 488, Spencer, Ind.

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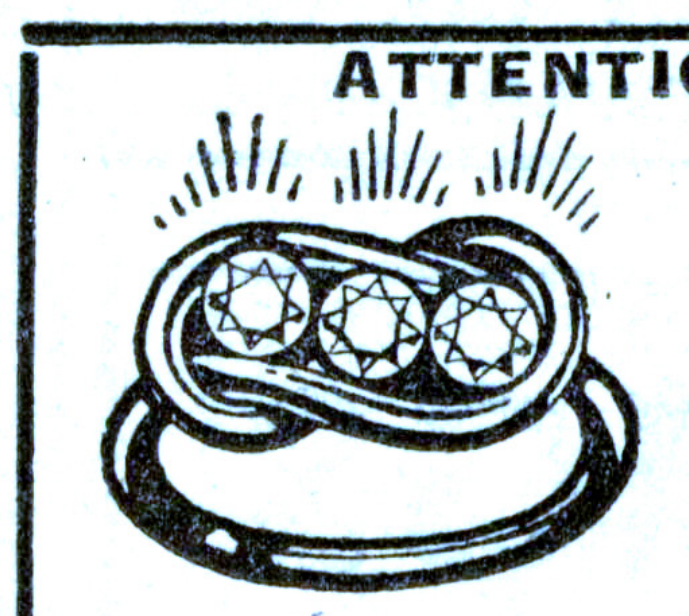

This beautiful ring is hand made of genuine 10-K. GOLD filled (not dipped or electroplated) jewelers wire by expert gold wire artists. The three im. diamonds are encircled by a knot of yellow gold and make a contrast of indescribable beauty. It's new and a fast seller. **Sample, 25c; Gross, $12.00.** Order now. **KERCHNER JEWELRY CO., 2354 Boone St., Cincinnati, O.**

BOB HOFELLER

Has Something New for You in

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Write, wire or phone for details
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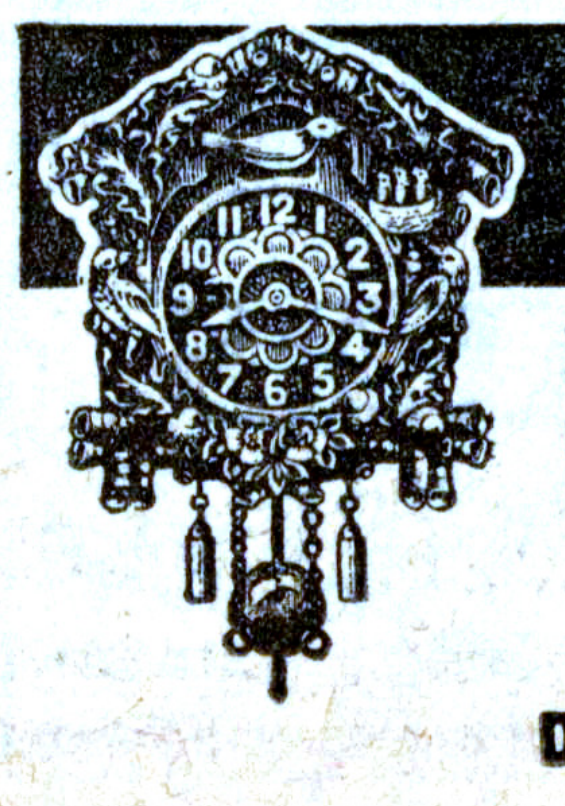
MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE.

NUTRO MEDICINE CO.
16 South Peoria Street, CHICAGO.



Famous Bluebird Clock GIVEN AWAY!

LEARN HOW you can make big money giving away the famous Blue Bird Clock **FREE.** Write today!

WABASH SALES CO.
Dept. 5-D, 545 N. Wabash Ave., CHICAGO

SPRING--

AND YOUNG MINDS TURN TO THOUGHTS OF

TOY BALLOONS AND RUBBER BALLS!

The kids are merging into their annual spending spree. Capitalize on this financial movement with the things they like best. Capture their hearts and their pennies with Barr Balloons, Balls and Novelties. You will be highly pleased with the many fine new ideas ready for the spring season.

Write for descriptive literature.

THE BARR RUBBER PRODUCTS COMPANY SANDUSKY, ... OHIO

WRITE US YOUR NEEDS IN NOVELTY FELT HATS

We carry a complete line of Felt Novelty Hats in a large number of styles and types, including Miniature and Regular Size 10-Gallon Cowboy Hats, Miniature Derbies, Robin Hood Hats, Spanish, Mexican and Tropical Hats, Aviator Helmets, Gob Hats, Campus Hats and many others. Prices are sensationally low.

BIG SELLERS FOR STREETMEN, FAIR WORKERS, STORE, CIRCUS AND CARNIVAL WORKERS.

NEW JERSEY FELT RUG CO. Inc.

416 Morris Ave., NEWARK, N. J.

GREETINGS

To All My Friends and Co-workers From

Marion Kenworthy

I am reopening my studio and can now supply you with a complete new line of patterns stamped on good materials at lowest prices. Pillows, Bags, Purses, Scarfs, Table Covers, Rugs, Mats, Etc. Single Point Needles. Parisian Art Needles, 2, 4 or 6 point sets. Adjustable Steel Hoops, 6, 8, 10, 12-inch. Persian Tufting is popular, needles are in demand. Start early and let's repeat 1921 sales. New Agents. Teach you how to sell them.

Write For Prices. Send $1.00 for Samples.

Marion Kenworthy Studio

Fredericksburg Rd., R. 2, Box 91.

SAN ANTONIO, TEX.

RADIO LINE NOISE ELIMINATOR

Big Seller on Demonstration.

$65.00 PER THOUSAND F. O. B. CHICAGO

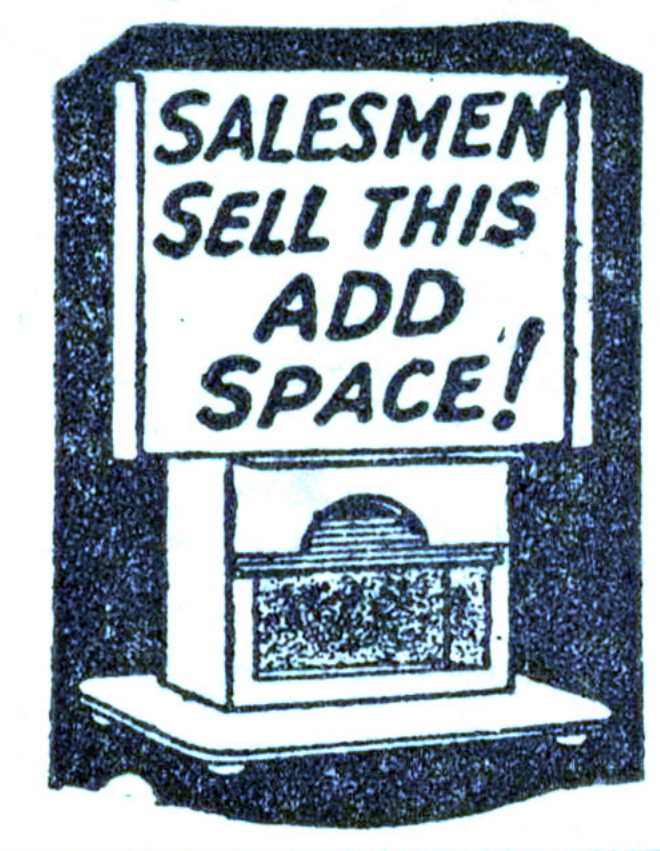
SAMPLE, 10c.

NU-TONE LABORATORIES

115 S. Market St., CHICAGO

HERB WORKERS

We have the lowest prices in the country and nicest flash packages. Formula attached. You are losing money if you don't get our prices. CEL-TON-SA LABORATORIES, Cel-Ton-Sa Bldg., Cincinnati, O.



QUICK MONEY GETTER

Plenty Spots Waiting

SALESMEN SELL THIS ADD SPACE!

Sell the advertising space for $3.50 to $5.00 a year. Beautiful Porcelain-White Sanitary Toothpick Dispenser—serves one pick at a time. Holds a boxful. Goes over big. Your cost: Single, $1.00; Dozen, $7.00, prepaid. Order Today.

CURRIER MFG. CO., 195 Terminal, Minneapolis, Minn.

MAKE BIG MONEY!!!

HEADLINER TIE SENSATION

$2 DOZEN. $21 GROSS.

Made from the finest silks. Both ends open, margin silk lined. Hand turned with stretchable interlining. These Ties are GUARANTEED WRINKLE-PROOF. Our biggest money makers. 50c sellers. Send at once for a 2 Doz. assortment and convince yourself.

Silk Lined Ties, $1.50 Dozen; $16 Gross. Beautiful spring patterns. 29c sellers. 25% Dep., Bal. C. O. D. Satisfaction guaranteed.

A. HERBERT 466 E. 172d St., Dept. "X", N. Y. C.

APEX TOOLS

4¼"

COMBINATION GLASSCUTTER Knife and Scissor Sharpener. Over a million sold last year. Ask for APEX.

All workers. See your jobber.

CHAS. UFERT, 19 East 17th St., New York City.
BERK BROS., 13 East 17th St., New York City.
Any B. & N. SALES.
SPORS COMPANY, Le Center, Minn.
N. SHURE COMPANY, Chicago.

Manufactured By APEX NOVELTY CO., 1924 West Adams Street, CHICAGO, ILL.

MEDICINE MEN SELL OUR

WATER SOLUBLE HERB COMPOUND. One Pound Makes 32 Bottles of Tonic, $1.00 Lb.

HERBIRLAX. Pkg. Herb Comp. ½ Gr.	$6.50
CORN TREATMENT. ½ Gr.	3.75
RUBBING OIL. ½ Gr.	4.50
MEDICATED SALVE. ½ Gr.	3.50
TOOTH POWDER. ½ Gr.	2.50

Terms: Half Cash and Balance C. O. D.

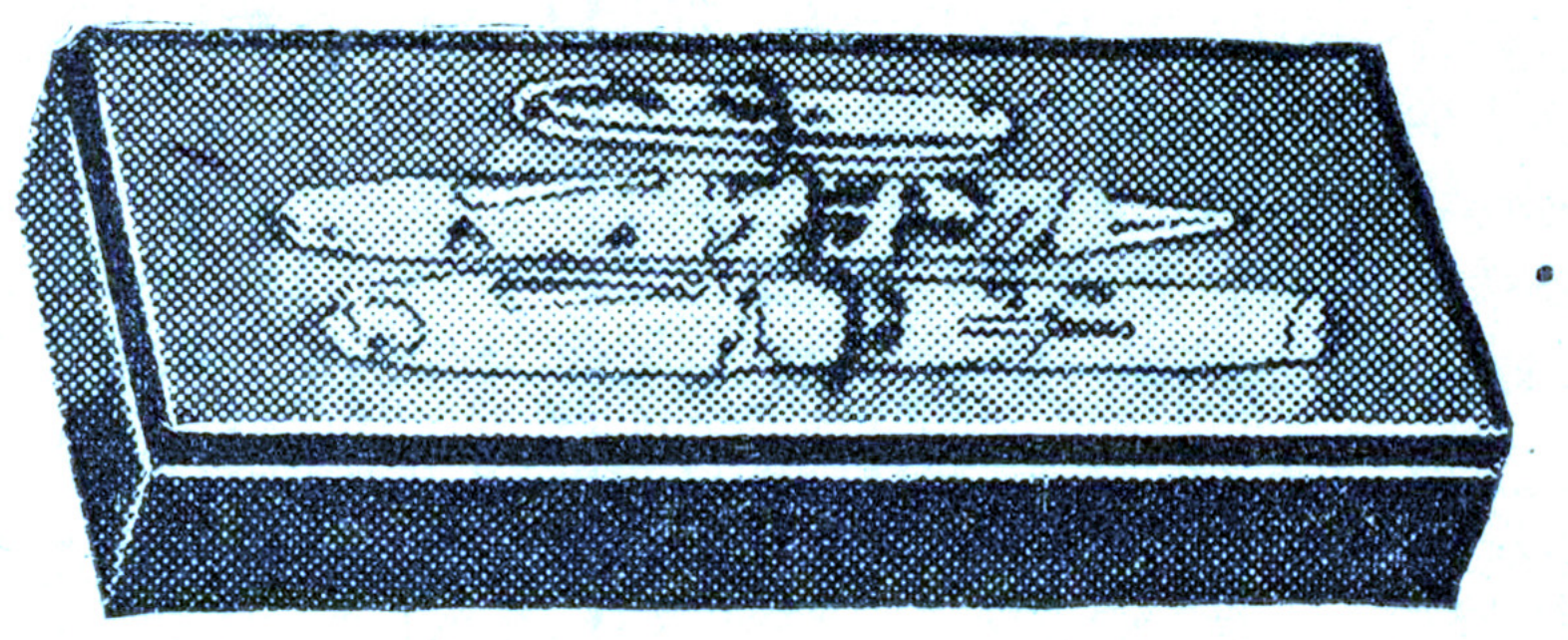
FINLEY LABORATORIES, INC., 4205 Olive Street, St. Louis, Mo.

Doc Jack Moulan and family; Clarence Gehrue and wife, Sonia. Millerhouse, of Cel-Ton-Sa fame, of Cincinnati, was in camp for two weeks. Before he left he threw a big feed with the necessary refreshments. F. L. Fergerson, of the General Products Laboratories, of Columbus, O., was also here for a couple of weeks as a guest of Doc Ross Dyar. He also threw a big feed. Ross Dyar must have been doing well lately. He and his wife have a suite of rooms at the Hotel Pershing, which they have occupied for a number of years each winter and the latchstring hangs on the outside to all the boys and girls. On New Year's Eve they threw a big party at the hotel and a grand time was had by all. It started at 11 o'clock with a hillbilly band and ended at ?, and they had enough food for about three times the number of guests. Ross acted as bartender. Among the guests were Bert Cayton and wife, Doc Woods and entire show, Doc Silvers and wife, Doc Ward and wife and son, Doc Worrell and wife and many others too numerous to mention. Every Saturday the Dyars throw a big feed at the camp as a get-together party, where they usually have big spreads and plenty to drink. The weather hasn't been so good here this winter. The bunch usually breaks up and goes north from the middle of April until first of May to open up their shows. Sewell is still holding the old spot down at Bay Front Park selling his books. Botwen and Milton Reese are still going over big with seeds and soap at their store on Flagler street. Quite a number of demonstrators and sheet workers and pitchmen worked at Fort Lauderdale and Redland fairs, and the past 10 days at the Miami fair. All seem to be getting theirs. I have been working cement and flukem and keeping the wolf from the door."

* * *

"A LINE OR TWO . . . between sand puffs," writes Bob Posey from Woodward, Okla. "The following

(Continued on next page)



Complete Line

FOUNTAIN PENS
MECHANICAL PENCILS
COMBINATIONS

SOUTHERN PEN CO.

Petersburg, Va.

LARGEST PEN MFRS. IN SOUTH

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.

206 Broadway, NEW YORK CITY.

JAR WRENCHES
KNIFE SHARPENERS
MASON JAR
MOUSE TRAPS
STATIC ELIMINATORS

BLACKHAWK MFG. CO.

455 N. Artesian Avenue, CHICAGO.

BIG DAILY PROFIT

With Monogram Machine that beautifully Embroiders Names or Monograms in Cotton or Silk Thread. Can be used on any material. Easy to operate. 25c stamps will bring you illustrated instruction book, sample of your embroidered name and full particulars concerning this wonderful opportunity. RUPERT WEIDNER, INC., 20 W. 22d St., New York.

MAIL ORDER DEALERS, ATTENTION, PLEASE

Cartoon Booklets, $1.25 per 100	$10.00 per M
Transparent Cards, asst.	3.00 " M
Fold Paper Novelties (forms fig.)	1.00 " M
Marriage Book, $1.50 per C	10.00 " M
Cartoon Cards, 50 different ones	1.50 " M
Sepia Art Postcards, 15 Varieties	2.00 " M

And Other Novelties. Send 10c for Catalogue and Lists or 25c for 10 Samples.

T. R. PAYNE, 25 Cardinal Place, New York

A SENSATION ALL OVER U. S.

MEXICAN GEMS and BIRTHSTONES

New, original, sensational designs that get the money! Complete line of Genuine Mexican Gem Birthstone Rings, Cameos, Rainbow Rings, Signets, etc., for men, women and children.

DAZZLE!! APPEAL!! SELL!!

Prices from $6.75 Gross

SEND $1.00 FOR SAMPLES

● Write for Big 1936 Ring Catalog No. 41—Just Off the Press.

Immediate Delivery---Wholesale Only.

POWELL BROS.

2800 BELMONT CHICAGO

Everywhere You Go!

Leave a Counter Card of La Salle Razor Blades

La Salle
RAZOR BLADES
4 for 10c

Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.

LA SALLE BLADE CO.

1916 Vermont Ave., TOLEDO, OHIO.

HOSE BARGAINS!

Millions of dollars spent yearly for hosiery! Get into this rich field with a complete line of men's and women's hose at rockbottom wholesale prices. A style and quality to please everybody and anybody, all illustrated in beautiful catalogues which can be furnished with YOUR name only on them! Here's a chance to establish your own business selling wholesale to agents or hiring sales people to sell for you on commission. We show you how. Orders filled by the pair, the dozen or the gross. Amazing prices bring costs down to as little as 6½c a pair! Rush name for complete FREE details before you do another thing!

WHOLESALE HOSIERY CO.

111 East 23d Street, Dept. D7, New York City

SALESMEN MAKE BIG MONEY

DOLLAR STROPPER

The VELVET STROPPER accommodates any blade that will fit either new or old style Gillette razor. Nickel plated, pig skin strop. Pitchmen's price; $6.00 per doz.,

Samples 2 FOR $1. No Stamps

VELVET STROPPER SUPPLY Co.
Room 904 Western States Life Bldg.
San Francisco, California

DEMONSTRATORS—PITCHMEN—MED MEN—JOBBERS

THE $1.00 ARTICLE IS HERE AGAIN

RX99 is a fast-selling home treatment for sore gums, pyorrhea, trench-mouth and gingivitis.

We want representatives in all States. Spring prices, effective April 1, mean an $11 discount on each gross from previous prices.

Sample $1.00. Details on Request.

KING-PUT LABORATORIES, Vernon, Tex.

JUST ADD WATER

Cocoanut, Tar, Mint, Shampoo Base. 1 lb. makes one gallon fine shampoo. 40c a lb. in 10 lb. lots. 35c a lb. 25 lb. lots. Close Out: 4-oz. Tins Foot Powder, $1.50 per 100. This is our complete list and lowest prices. 25% deposit with all C. O. D. orders.

JOE'S SUPERFINE LABORATORY

Fitchburg, Mass.

SOAP WORKERS, DEMONSTRATORS

The new air weight orange odor Shampoo Soap. We manufacture cheaper and better. Send 10c for 50c cake and confidential prices. HANKENSON LAB., Box 7174, West Tampa, Fla.

Thank You for Mentioning The Billboard.

sales and towns can all be worked for a reasonable reader or gratis. Nothing big, but you can work a sale a day. Sometimes the sales last a day and sometimes more, depending on amount of merchandise on hand. Vici, Okla., first and third Mondays, fair; Camargo, every Tuesday; Seiling, sale every Wednesday, city can be worked gratis but sale lot is best; Higgins, Tex., every Thursday, fair; Fairview, Okla., fair every Thursday; Carmen and Okeene, Okla., also have trade days weekly; Woodward, Okla., every Friday and a big sale that is good on second and fourth Mondays; Arnett, Okla., every Saturday. Winds have been high lately and it looks like one continuous duststorm, tho the natives do not seem to mind it so much. Recently seen getting their share at sale days were Doc Kane and missus, herbs; Al Decker and missus, strops; James Osborne and missus, lifters; J. O. (Jimmie) Ellis, he of the Oklahoma ranch shows, writing subs. I would like to read pipes from Utah, Wyoming and Montana. Mrs. Al Decker has been ill and confined to her room for the past week."

* * *

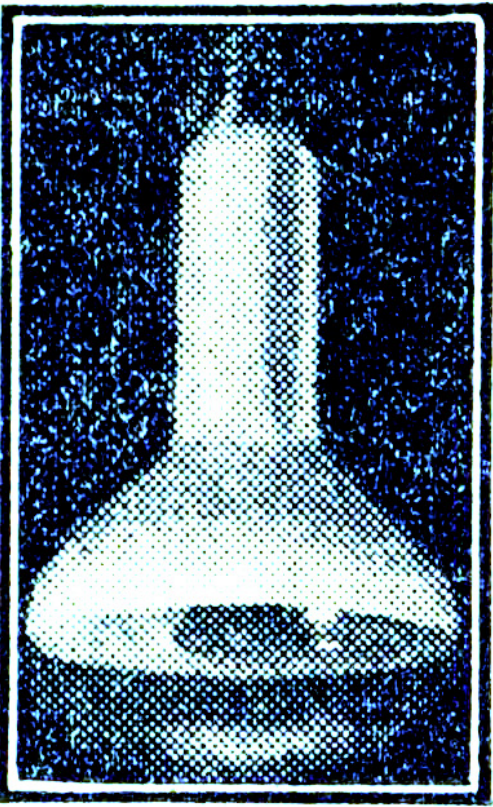
"WHAT A COUNTRY . . . we have in the good old U. S. A.," opines D. J. Lambert, Dallas. "In the North we have lots of ice and snow, three squares a day and not a pitchman in sight. In the South we have pitchmen on every corner, balmy weather and a meal a week and pitchmen everywhere to cut up jackpots with. Was cutting up a few with a gentleman this morning who said he has been pitching solder for 14 years, bought a copy of *The Billboard* every Spring issue for the Fair List and told me I shouldn't miss it. Told me I could always get the price of any pitchman's article from the ads. Boys, don't depend on this town to make it in. Spots are very scarce. Worked last week in Shreveport. There is a cheap lot on Milam street that isn't even worth the low price. Made a little in Marshall, Tex., on a one-day stand. Tyler the same. Expect to work Oklahoma next month, then slowly back north. Car drivers are required to have an operator's license here. Went into effect April 1. No charge for them. Saw a clever worker this morning writing 'em out free for every carrying case you bought from him at 15 cents. Tom McCluskey, where are you? Wonder if Frank Vail is still with it. Shoot in some pipes, fellows."

* * *

IT WAS LAST JULY . . . that I sent you my last pipe about the Battle of Great Falls, Mont.," shoots Ellwyn Sproat from Richmond, Va. Left my favorite fishing spot in Florida a week ago and am en route north. Saw the trees leaved out, the orange trees in full blossom and knew that spring was here again, so I figured that the trout, snook, grouper and mackerel could wait until next fall, when I could give them a lot better workout on my baits. I just could not keep my mind on my

BLUE BONNET PERFUME
Texas Centennial Flower
Modern one-half-ounce bottle, bakelite cap, blue and silver label, packed in beautful gift box. Illustrated coupons showing retail price of 49c.
PERFUME ..$14.40 Gross. (Postpaid
COUPONS .. .75 Per M. Sample 25c)
Texas Mineral Water Crystals at ridiculously low prices. Write for complete information.
TERMS—One-half Deposit all Orders, Balance C. O. D. Price F. O. B. Dallas.
UNIVERSAL LABORATORIES
DALLAS, TEXAS

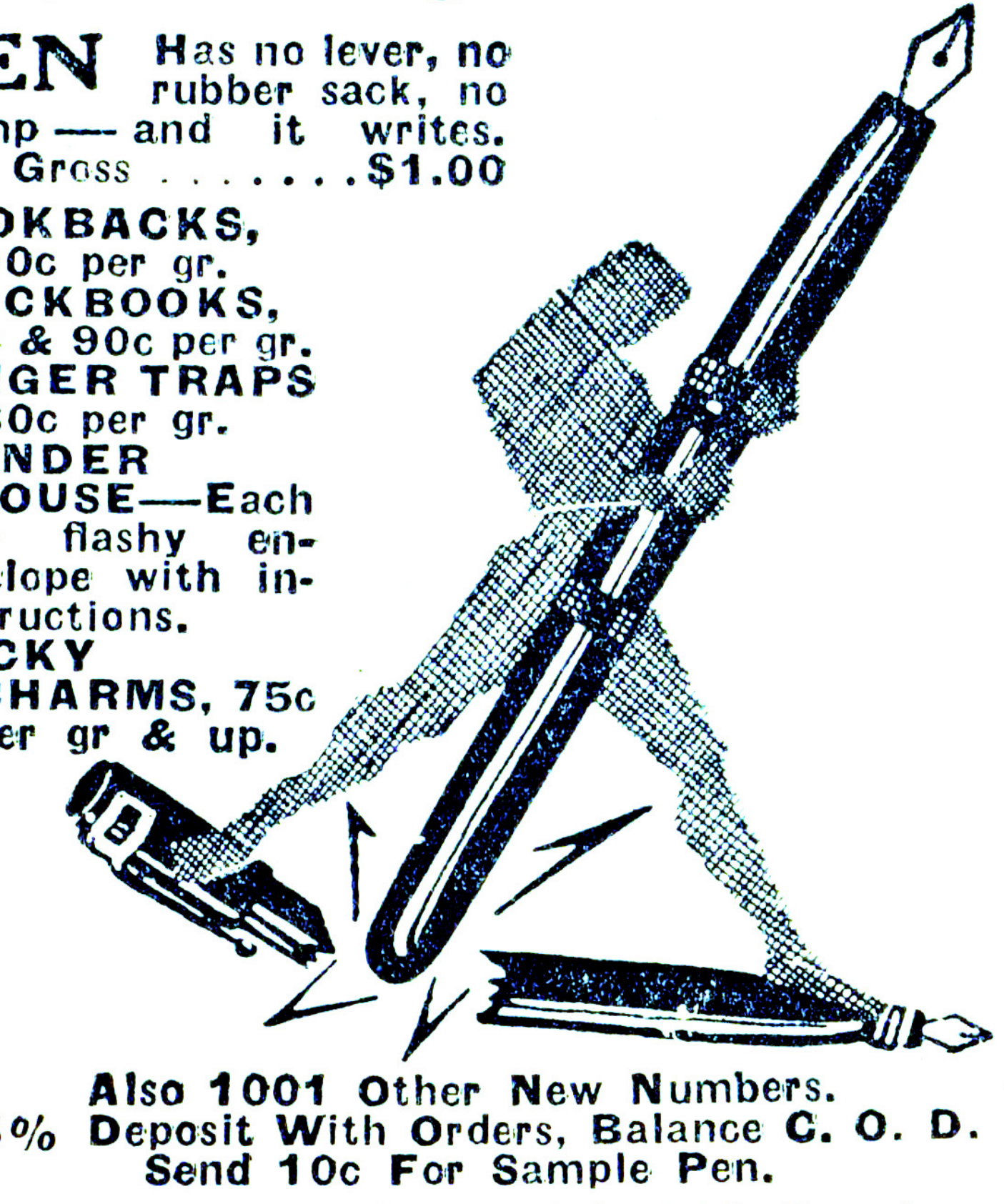
SUPER-FYRE
UNIT
Registered Trade Mark 305058.
Going Stronger That Ever.
Prompt Shipments on all Orders.
Write for Quantity Prices.
HOFFMAN
ENGINEERING CO.
14-16-18 Hudson Street,
NEW YORK, N. Y.

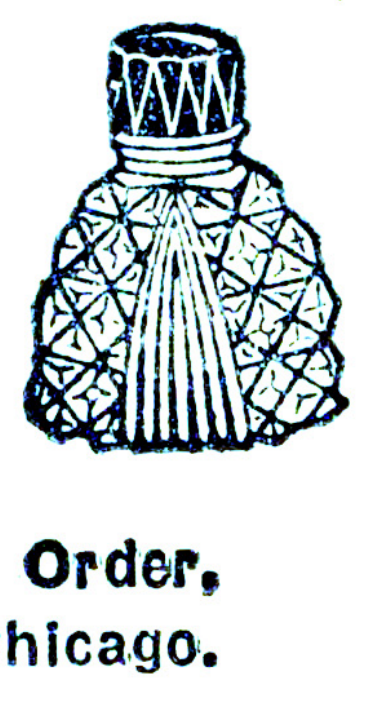

MUSHROOM & STANDARD
LIGHT BULBS
Guaranteed 1000 Hours
Retails to consumers at over 50% off list prices and make 100% PROFIT for yourself.
THE MASTERLITE CO.
Dept. GE9. 110 E. 23rd St., New York

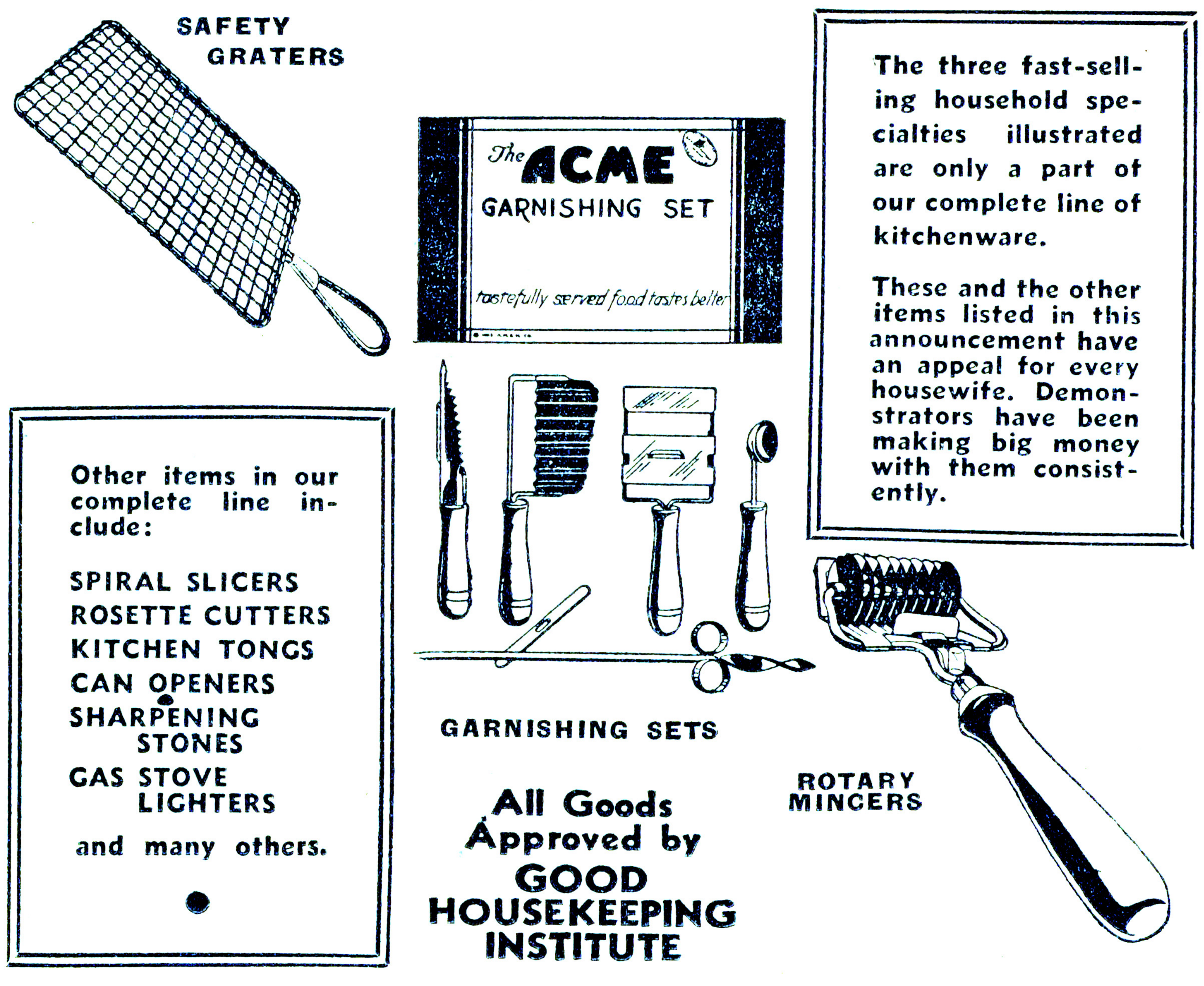
SOAP
Howard's Old English Lavender — Cold Cream — Breath o' the North — Home Aid Powder
SOUTHERN OHIO PRODUCTS CO.
427 Elm Street Cincinnati, O.

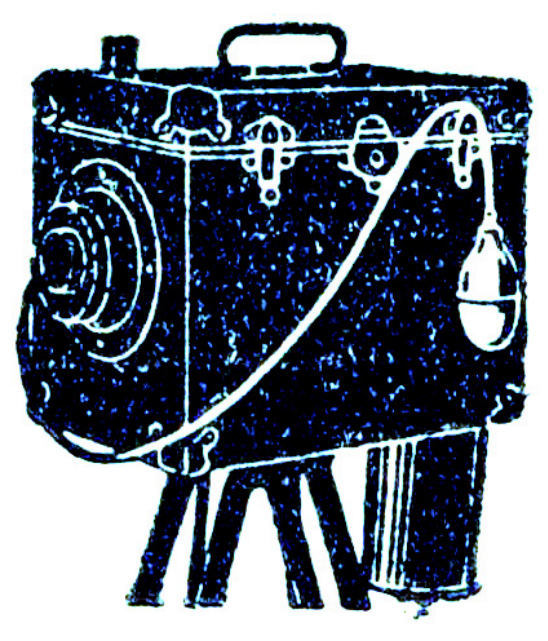
PAPERMEN
Get yourself the most money with The Western Farm Life in the following territory: Wyoming, Utah, Idaho, Montana, New Mexico, Arizona, Nevada, Nebraska, Kansas and Colorado. Here farmers have ready cash to spend and are spending it. They have been offered a definite price for their sugar beet crop. They need not take chances on market prices such as do Eastern farmers. Livestock prices are high. Write for credentials and supplies. Experienced men only.
THE WESTERN FARM LIFE, Denver, Colo.

New York Mail Address FOR BUSINESS. OR PERSONAL PURPOSES,
$2.00 MONTHLY
Three Choice Locations (42d St.-Times Square) (5th Ave.-Madison Square) (Park Row-Broadway).
NEW YORK MAIL SERVICE, 15 Park Row, New York City.


EVERYBODY!
PEN Has no lever, no rubber sack, no pump — and it writes.
Per Gross $1.00
LOOKBACKS, 90c per gr.
TRICKBOOKS, 60 & 90c per gr.
FINGER TRAPS 80c per gr.
WONDER MOUSE—Each in flashy envelope with instructions.
LUCKY CHARMS, 75c per gr & up.
Also 1001 Other New Numbers.
25% Deposit With Orders, Balance C. O. D.
Send 10c For Sample Pen.
HARRY SPOLAN 862 Broadway, New York, N. Y.

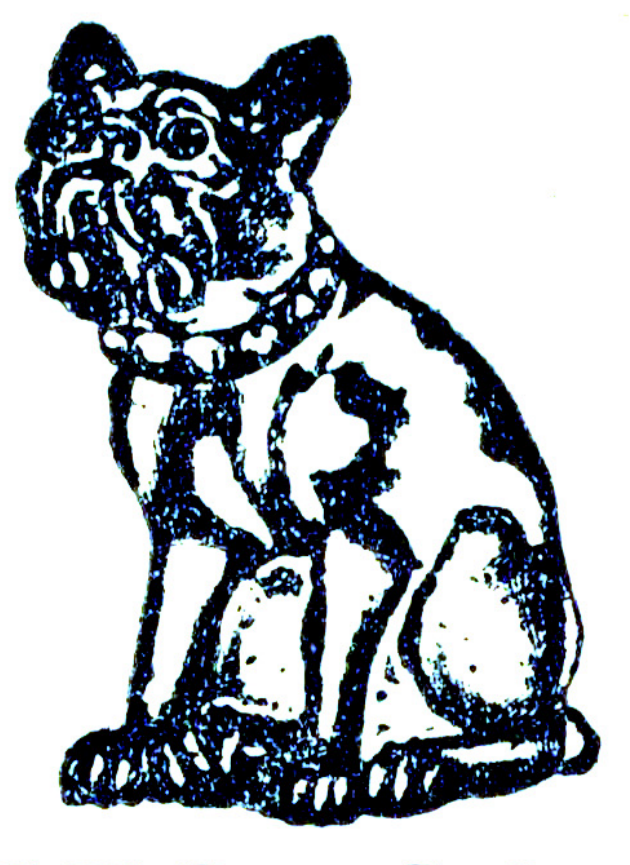

SPRING SPECIALS
Offer Expires April 30th
UTILITY BOTTLES
1 Oz......$1,40 Per Gross
2 Oz...... 1.75 Per Gross
4 Oz...... 1.95 Per Gross
8 Oz...... 2.96 Per Gross
16 Oz...... 3.95 Per Gross
Packed in handy 1 or 2 dozen reshippers. Screw caps, 35c per gross. Also ½, 3, 6, 12 and 32-oz. sizes.
1 Dram PERFUME BOTTLES
$1.95 Per Gross
Complete With Bakelite Caps
TERMS: 1/3 Cash With Order, Balance C. O. D., FOB Chicago.
W. BRAUN CO.
2441 W. 14th St., CHICAGO

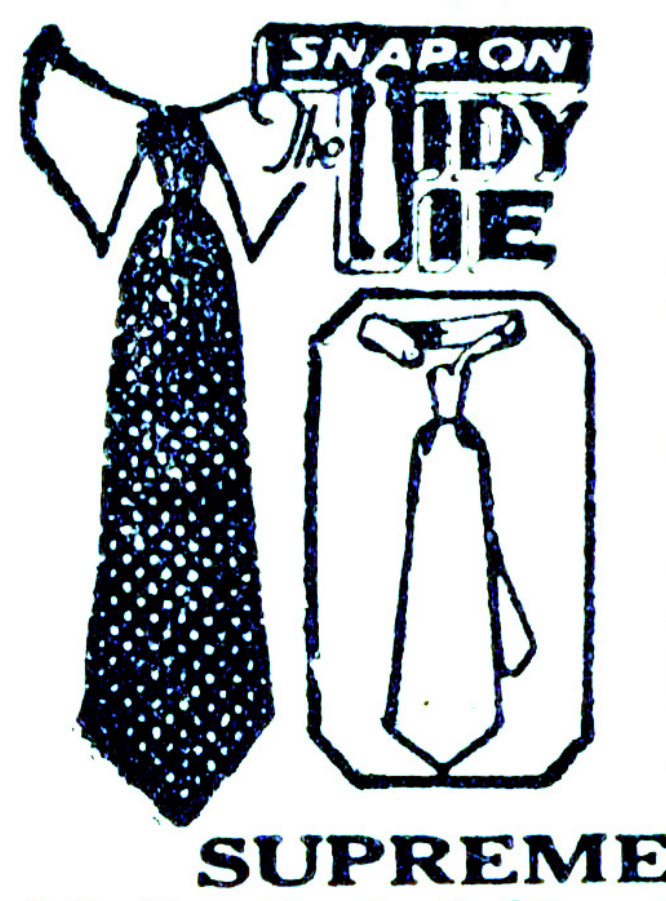

A complete line of Kitchenware and household specialties for DEMONSTRATORS
FAIR WORKERS
PEELER WORKERS
SAFETY GRATERS
The ACME GARNISHING SET
tastefully served food tastes better
GARNISHING SETS
ROTARY MINCERS
The three fast-selling household specialties illustrated are only a part of our complete line of kitchenware.
These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.
Other items in our complete line include:
SPIRAL SLICERS
ROSETTE CUTTERS
KITCHEN TONGS
CAN OPENERS
SHARPENING STONES
GAS STOVE LIGHTERS
and many others.
All Goods Approved by GOOD HOUSEKEEPING INSTITUTE
ACME METAL GOODS MFG. CO. 2-24 Orange St. Newark, N. J.


CAMERA MEN
What is the biggest attraction in selling a picture? Right! The Frame. This year we have the largest assortment of Attractive Mounts that ever have been made. Tu-tone Mounts—Fancy Sayings—Bright Colors—Conservative Mounts—any style—any design. Folders, new and popular. Blackbacks, fresh and perfect. Developer, our own secret formula. SERVICE: PROMPT AND EFFICIENT.
Here's wishing you a season full of successful "doings." Yours for service.
KEYSTONE FERROTYPE, INC., Philadelphia, Pa. 734 South St. Walnut 4167

New Low Prices
on
Carnival Merchandise
New Corn Game Items
Pitchmen's Specialties
Premium Goods
Latest in Novelties
WRITE FOR SPECIAL LISTS.
STATE YOUR LINE.
WESTERN NOVELTY CO.
1729 31 LAWRENCE ST.
DENVER, COLO.

SHOE LACES AND FINDINGS
Always the most staple, fastest-selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices.
We manufacture Shoe Laces and Findings only and can therefore give you Lowest Prices, Perfect Merchandise and Prompt Delivery.
CAPITOL SHOE LACE AND FINDINGS CO.
135 Pitt Street, NEW YORK, N. Y.


PLASTER
BUY DIRECT.
Sensational assortment of Plaster Novelties. More than 100 numbers. High glossy finish. Prompt shipment. 25% Deposit. WIRE-WRITE-PHONE or VISIT our factory. Always open—Nights and Sundays. Raleigh 9130.
COSIMINI MFG. CO.
206 N. West St., Raleigh, N. C.


NEW—AMAZING
SNAP-ON The TIDY TIE
AGENTS, SALESMEN, DISTRIBUTORS—An opportunity of a lifetime. Be the first in your locality to sell the newly patented SNAP-ON TIE. EXCLUSIVE. NO COMPETITION. SNAP-ON has a patented ready-made knot, snaps on and off in a jiffy. Never slips. No pins. No hooks. No elastic bands. 75c seller. $3.60 PER DOZEN. Sample Tie 35c. Send 25% deposit with order, balance C. O. D.
SUPREME NECKWEAR CO.
11 South 3rd Street (Dept. M), Philadelphia, Pa.

new "MIRACLE" BRUSH gathers DIRT and DUST by ELECTRO-STATIC process!
NO MOVING PARTS, NO WIRES, NO ELECTRICAL CURRENT
OLD WAY Scatters Dust
NEW WAY Gathers Dust
Cleans quicker—more conveniently than vacuum cleaner. Costs no more than an ordinary bristle brush. Wonderful for cleaning upholstered furniture, automobile upholstery, sofas, mattresses, etc. Cleans without scattering dust. No bristles to wear out. Easily cleaned. Guaranteed. A "Gold Mine" for Agents. Men! Women! Write for Free Facts, Sample Offer. Experience unnecessary.
SAN-NO-DUST BRUSH CO.,
Dept. SX-21, 1035 Evans Street, Cincinnati, O.

It Helps You, the Paper and Advertisers to Mention The Billboard.

The
TOY BALLOON
Co.
202 East 38th St.
New York

Inflating Equipment
Service
Gas Balloons
Quality
Latest Novelty Balloons
Write Us Today
Send for Prices
Hydrogen Gas
Helium Gas
Reed Sticks
Air Balloons
Workers
Toss-Ups
Gas Balloons

ONE MINUTE PICTURE MEN ALWAYS MAKE GOOD PROFITS

WHEN THEY USE THE RIGHT KIND OF CAMERAS—MOUNTS—FOLDERS.

BENSON CAMERA CO. has been selling One Minute Photo Equipment and Supplies for over 30 years. WE KNOW WHAT THE BOYS NEED AND WE HAVE IT.

This year we have specially new designed MOUNTS that will get you the money. They come in 9 different shapes—Radio, Honeymoon Express, Window Greeting, Radio Broadcasting Station, Heart Design, etc. **These Mounts Are So Attractive, You Can Easily Get 5c or 10c Extra.**

Our Famous DORLEY FOLDER AND BLACBAK CARDS are still getting big money all over. The VICTOR CAMERA is acknowledged by all leading One-Minute Photo Operators as the best on the market. Our improved MINUTE DEVELOPER is much faster and produces better detail than ever before. We have the MOST COMPLETE and UP-TO-DATE stock of Cameras and Supplies for the One-Minute Photographer at the LOWEST PRICES. **We Carry a Full and Complete Line of Supplies for the 4-for-10c Studio.**

All orders shipped the same day received. Send your next order to us and be convinced. Catalogue sent on request.

BENSON CAMERA CO., 166 Bowery, New York City
Largest Manufacturers and Distributors of One-Minute Photo Products in the World.

BIG PROFITS FOR MEDICINE SHOWS

FREE BULLETINS FREE HANDBILLS
FREE STOCK

Scores of new shows have joined with us because PURATOAN PRODUCTS offer PROFIT, DISTINCTION, REPEAT BUSINESS that is unbelievable. Every product is beautifully packaged and guaranteed. You will have fewer "blow-backs" with PURATOAN than any other item you have ever sold. This offer is good for MEDICINE SHOWS ONLY. We help pay freight.

WRITE TODAY FOR FURTHER PARTICULARS

PURATOAN PRODUCTS CO., St. Joseph, Mo.

Make up to $95 Weekly!
Hand Out FREE CIGARETTES

SHOW MEN NEW WAY TO SMOKE
We'll furnish Free Cigarettes to give away in your locality. Ask any man to have a Free Smoke. Then hand him a **Lighted** Cigarette from beautiful pocket-size **"MAGIC CASE."** Just touch button. Presto! Out comes **lighted** cigarette automatically. No batteries or electricity. Everybody wants one. Profits pile up big. Get a Magic Case for **15 Days' Trial** at our risk and amazing money-making facts. Write today. State favorite brand cigarettes.

MAGIC CASE MFRS., Dept. 4460.
4234 Cozens Ave., St. Louis, Mo.

"MISTAH ETHIOPIA"

(Patent Pending)

CAN BE ASSEMBLED INTO 300 DIFFERENT OBJECTS

The Acknowledged Toy Sensation of the Season

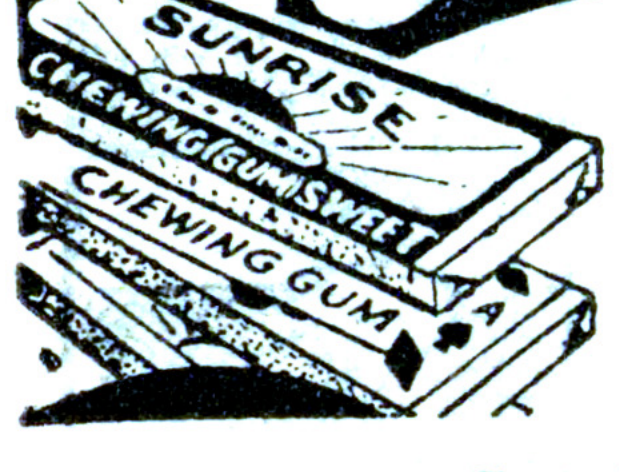
Parts are Colored Enamel. Explanatory Color Chart with each "Mistah Ethiopia," he's 6 inches high. Individually packed in 4-Color Windowed Carton. . . . A Wonderful Demonstration Item. Funny . . . Instructive . . . Mystifying.

$36.00 GROSS
3.60 DOZEN
Send 50c for sample (Postpaid)

Prices are F. O. B. New York.
Remit 25% deposit with orders, balance C. O. D.

GARNER PRODUCTS, *Inc.*
920 Broadway, NEW YORK CITY.

CHEWING GUM 20¢ BOX
—Plus Charges



RETAILS FOR $1.00.
Each Box Holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor. Get started. Send 40c for sample box (prepaid), 50c West of Mississippi. Great field for agents. Write **AMERICAN CHEWING PRODUCTS, 4th & Mt. Pleasant, Newark, N. J.**

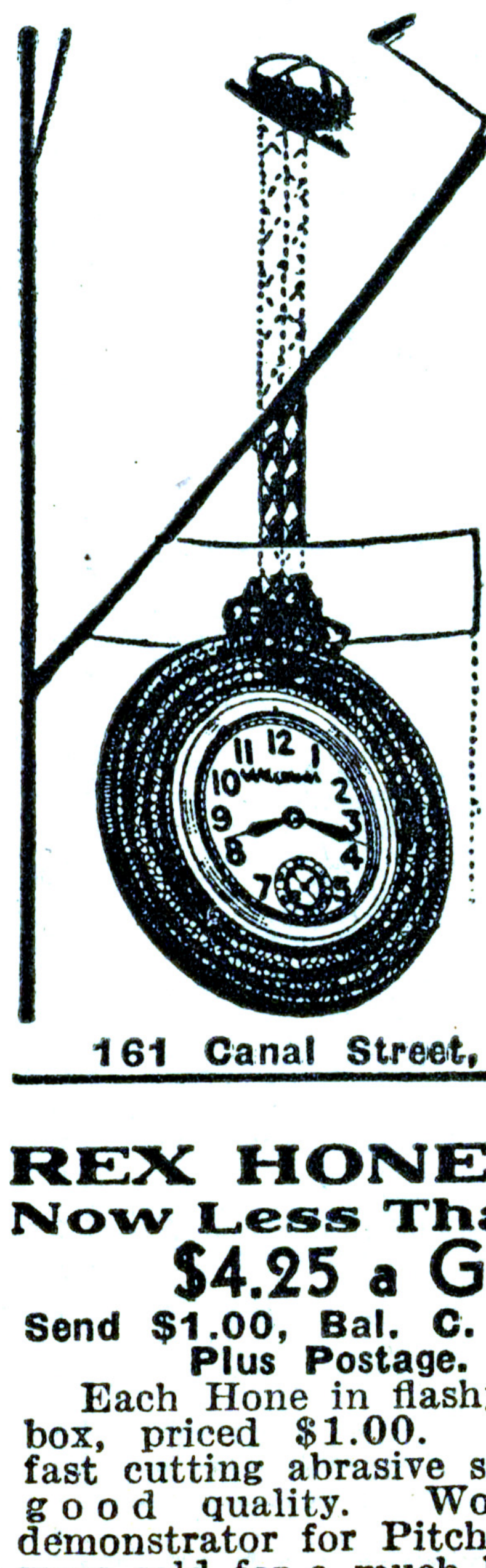
It Helps You, the Paper and Advertisers to Mention The Billboard.

A. HOLT & CO.

MFR. OF
ROLLED GOLD PLATED
WIRE
FOR
WIRE ARTISTS

Samples and Price List on Request.

227 EDDY STREET
PROVIDENCE, R. I.



ELGIN and WALTHAM LAPEL WATCHES
Thin Model, new chromium knife edge case, fitted with 7-jewel R. B. movement, complete with Leather Lapel CORD, In lots of 6. Ea. . **$2.85**
ELGIN & WALTHAM—Small size Pocket Watch, new **YELLOW** Round Cases, Fitted with R. B. 7-J Movements. In Lots of 3, Each **$2.65**
WALTHAM MEN'S WRIST WATCHES, O. Size, 7-J., REBUILT, in New Chrom. Case. Strap and Gift Box. In Lots of 6. Ea. **$2.95**
25% Deposit, Balance C.O.D. Sample 50c extra. Send for 1936 catalogue.
PILGRIM WATCH CO.,
161 Canal Street, New York, N. Y.

REX HONES Now Less Than 3c Each

SHARPENS ALL SAFETY BLADES

$4.25 a Gross
Send $1.00, Bal. C. O. D. Plus Postage.

Each Hone in flashy silver box, priced $1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONE always sold for a much higher price. Hone men are cleaning up. ACT QUICK. **REX-HONE MFRS., 1500 West Madison, BR-4, Chicago, Ill.**

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work casting or trolling when I knew that the shops were getting plenty of play from my friends and no competition from myself. If any of the boys are still trying to catch that big one down in Florida I know they might want to stop at a few shops on their way north just to limber up the pipes and see if they still can get a tip as easily as last year. Well, here are a few where you can try out your stuff. Now I won't claim these are red spots, but they are fair anyway. In Tampa there is the Atlantic Coast Lines shops, also a couple of cigar factories providing you can talk their language. In Jacksonville there are Seaboard Airline shops and Ford motor assembly plant. In Tampa a brand-new plant of the American Can Company. In Savannah there is the Seaboard Airline and Central of Georgia shops. In Charleston, S. C., the American Tobacco plant. In Macon the Central of Georgia and the Southern. You can work at the same place, as each has a half hour noon. Of course, everybody working Atlanta knows the shops there, so won't say anything about them. Am headed up into Pennsylvania, New York and then west. Anybody wanting to get in touch with men can do so by writing me care *The Billboard*. Would like to read pipes from my old friends Sam Coe, Bob Wilson, Ed Houtz, Walter Darnell, Frank Libby and Jimmie Miller. Did any of you listen to the boys playing Irving and Teddy Goldstein's joint on Major Bowes' program March 29? Don't know how many votes they got, but wished it was Irving or Teddy, as they would have stolen the show. Are you still after the sailfish, Doc Boise, down in Miami? Most of the pipes in the last issue of *The Billboard* were from med men, so I guess you will be getting out the joint before long. There were a couple of paper mills I would liked to have worked here, but I left my boat down at Tampa. So now I know another article I could carry along to help put on a pitch. I have about everything now I can carry in my car and trailer. When I get a boat and washing machine I will hire a truck. What is the new joint—you know everybody is looking for a new joint? Well, I have one for you. It will be sold only to all the roadies and "tin-can" tourists. I will give you the name of it and let you all figure how to make one. It is called a junk eliminator for trailers and housecars. You know how we all pick up all sorts of junk in our travels and clean house in the spring and gather up a lot more during the summer. When we get rid of all the stuff we start right over again. Whenever you see a 20-foot trailer or longer you can make up your mind there is a roadie who has been in the business a long time. He has just been getting a bigger trailer each year to put in all the accumulation of a number of years on the road. I got mine stored in four different houses in Michigan outside of what I haul around in my trailer now."

✂

THE MACK-MURRAY PLAYERS . . . med show, after playing school auditoriums all winter with a "Tom" show, are readying for a good road season. Word from Mrs. Ella McDonald, Marion,

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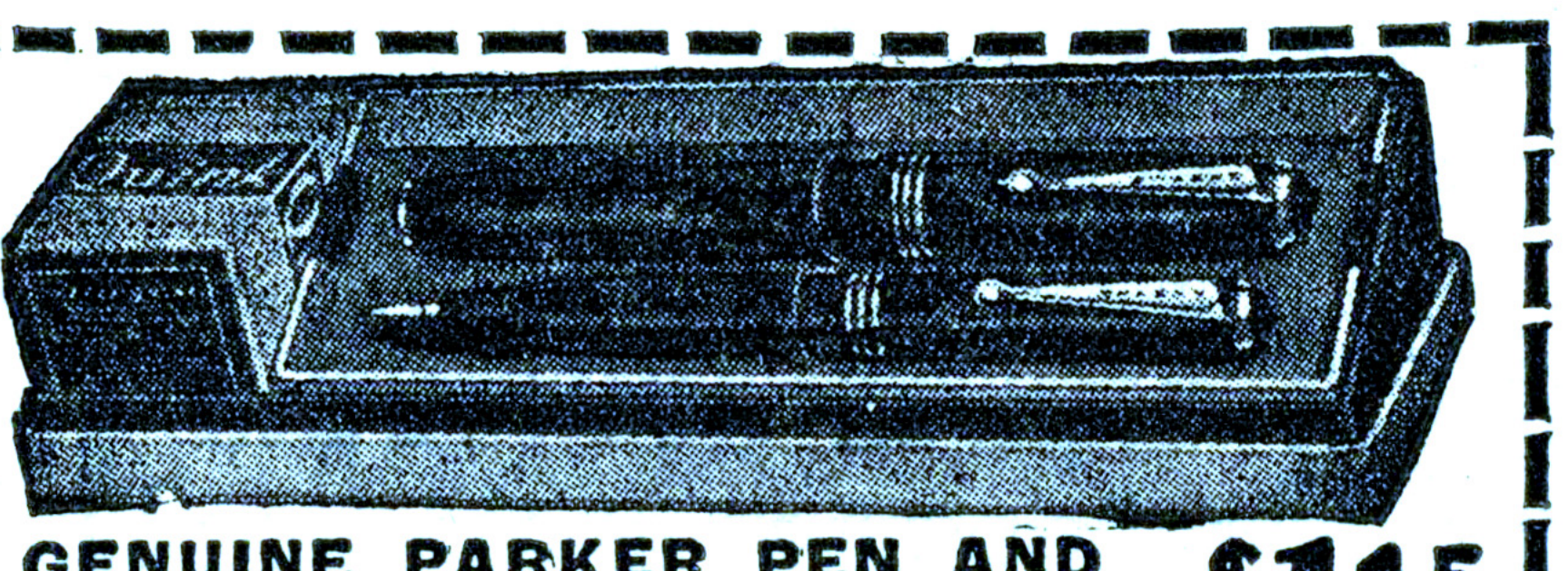
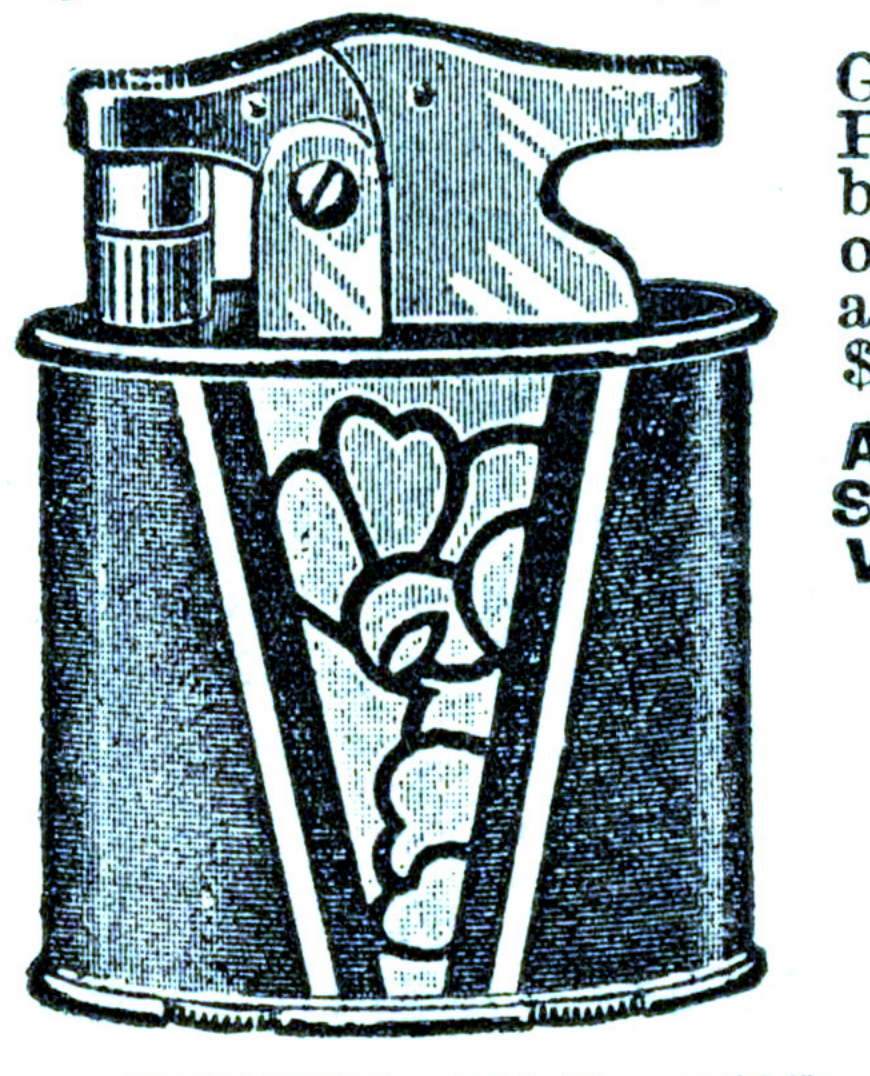


GENUINE PARKER PEN AND PENCIL SET, Parkette Model. Fully Guaranteed. FREE Bottle of Quink. Per Set................ $1.15



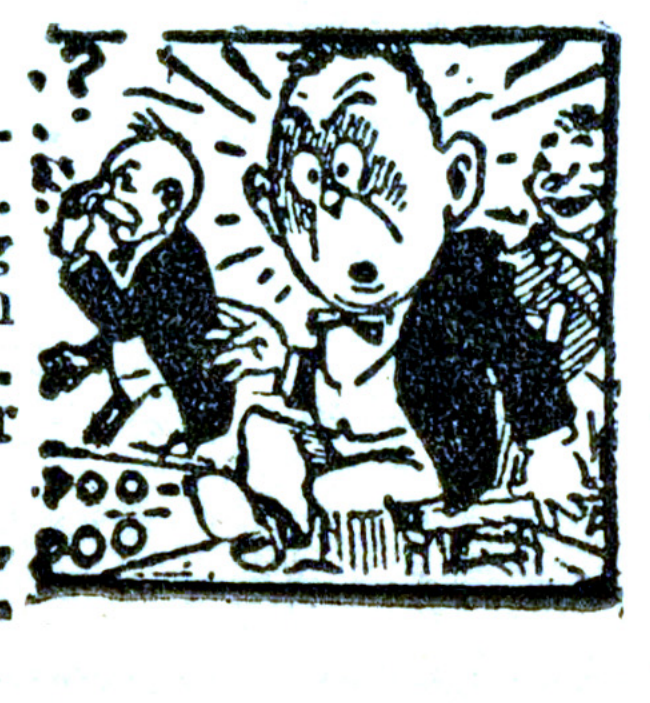
Genuine Automatic Pocket Lighter. Assorted beautiful enameled colors. Looks and guaranteed to operate like a $5 automatic lighter.

A HARRIS EXCLUSIVE SENSATIONAL VALUE!

30c

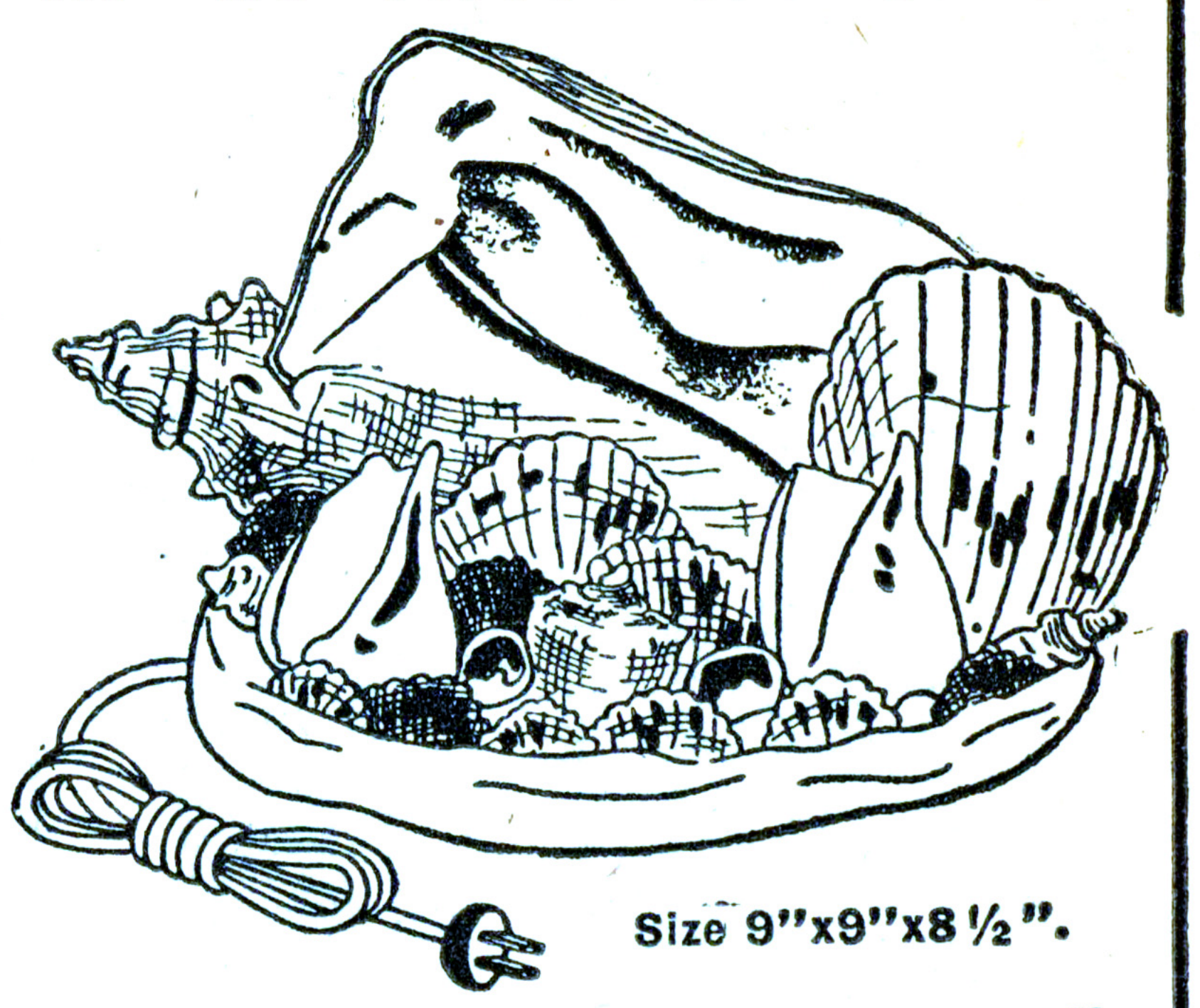
WRITE FOR OUR NEW CATALOG.
THE HARRIS COMPANY
519 WEST MADISON ST, CHICAGO

POO POO PILLOW



Place it under a cushion or newspaper before someone sits down. **WOW!** A most embarrassing sound results. Greatest laugh getter in America. **400% Profit.** Send 25c for Sample, or 50c for three.
Nalpak Co. 3225 W. Crystal St., Dept. 403, Chicago.

HI-LO TROPICAL LAMP



Size 9"x9"x8½".

MOTHER NATURE'S OWN PRODUCT

Hand-made of real Sea Shells, found only in Tropical Waters. Unequalled in beauty, no artificial coloring. Seven eye-appealing designs. Here's a Lamp of hidden value—**looks** like a $10.00 Number.

IN DOZEN LOTS $1.50 EACH

Send $1.95 for Sample Today.
It Will Sell Itself and You Will Reorder **in** Dozen Lots.
25% Deposit, Balance C. O. D.

UNION NOVELTY CO.
4459 Olive Street, St. Louis, Mo.

AMAZING DISCOVERY
FOR ALL BUSINESS AND PROFESSIONAL MEN

PAYS YOU $275.00 A WEEK
On Only 3 Sales A Day!!

What is this sensational new discovery that is paying men even without experience as much money in one week as many earn in six? A positive necessity in every business, store, professional office. Most selling propositions ask customer to pay money out. This invention brings money in and instantly increases profits for users. Easy to prove. MONEY-BACK GUARANTEE of results by one of the biggest companies of its kind in the world. Customers fight to continue using invention, bringing you automatic repeat business. Customers sing praises. Exclusive franchise. Permanent. No experience needed. You start without risking one cent. Learn about it—quick—by writing for FREE DETAILS,

PLACE ON TRIAL FREE
Customer need not pay a cent until he takes money in. No canvassing or hard selling.

GET INTO THE BIG MONEY
McCarthy, Wis., earned $46 in 1 day. Livengood made $150 in 4 days. McClaughlin pocketed $135 in 10 days.

THOMAS YOUNG, Dept. E-42, 105 W. Adams Street, Chicago, Ill.

$1 STARTS YOU IN BUSINESS Selling TIES

NEW SPRING—SUMMER LINE
QUICK SELLING NOVELTIES

Wash Ties . .	$ .75 doz.
French Shape Ties	1.00 doz.
Silk Lined Ties	1.20 doz.
Ties of Woven Materials.	1.60 doz.
Custom Made Ties	2.50 doz.
Exclusive Hand-Made Ties.	3.60 doz.
Tie and Kerchief Sets	3.00 doz.

WE PAY POSTAGE. Send remittance with order.

FREE Send for Our **Free** Catalog and **Free** Sample Swatches. See why Our Men are Biggest Money-Makers! Satisfaction Guaranteed or Money Refunded.

ADDITIONAL PROFITS With

Patented **SLYDE-ON Ready-Tied TIES.** Silk-Lined Ties. Exquisite fabrics. Woven Jacquard Figures, Satin Stripes, Plaids, etc. **$2.50 Doz., Postpaid.**

BOULEVARD CRAVATS 22 West 21st Street, Dept. B-6, New York

FOUNTAIN PENS

Western buyers order from us and save time

54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired.

Get Our Newly Reduced Price List

STARR PEN CO., Dept. 7
300 W. Adams St., Chicago, Ill.

You Can Now Make More Money

Let us show you how easy it is to make special, individually fitted foot supports. New system. Supports bring 10 to 20 times their small cost. No capital, machinery or store needed. Customers come to you. Highly profitable, respected occupation, full or part time. You can learn quickly in your own home. Send your name for full information free. Address **MR. E. P. METZDORF, American College, 50 W. Illinois St., Chicago.**

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BENGOR'S SPECIALS

Double-Edge RAZOR BLADES, Cello. Wrapped. Per 1,000...	$2.90
Single-Edge RAZOR BLADES, Cello. Wrapped. Per 1000...	$5.00
VELVET AUTOSTROP RAZOR BLADES. Per 100........	65c
PALM & OLIVE OIL BRUSHLESS SHAVING CREAM—Giant Size. Each	4½c

25% Deposit, Balance C. O. D.

WE CARRY A COMPLETE LINE OF MOTH BLOCKS, DISINFECTANT SPRAY AND ALL FAST SELLING SUMMER ITEMS.

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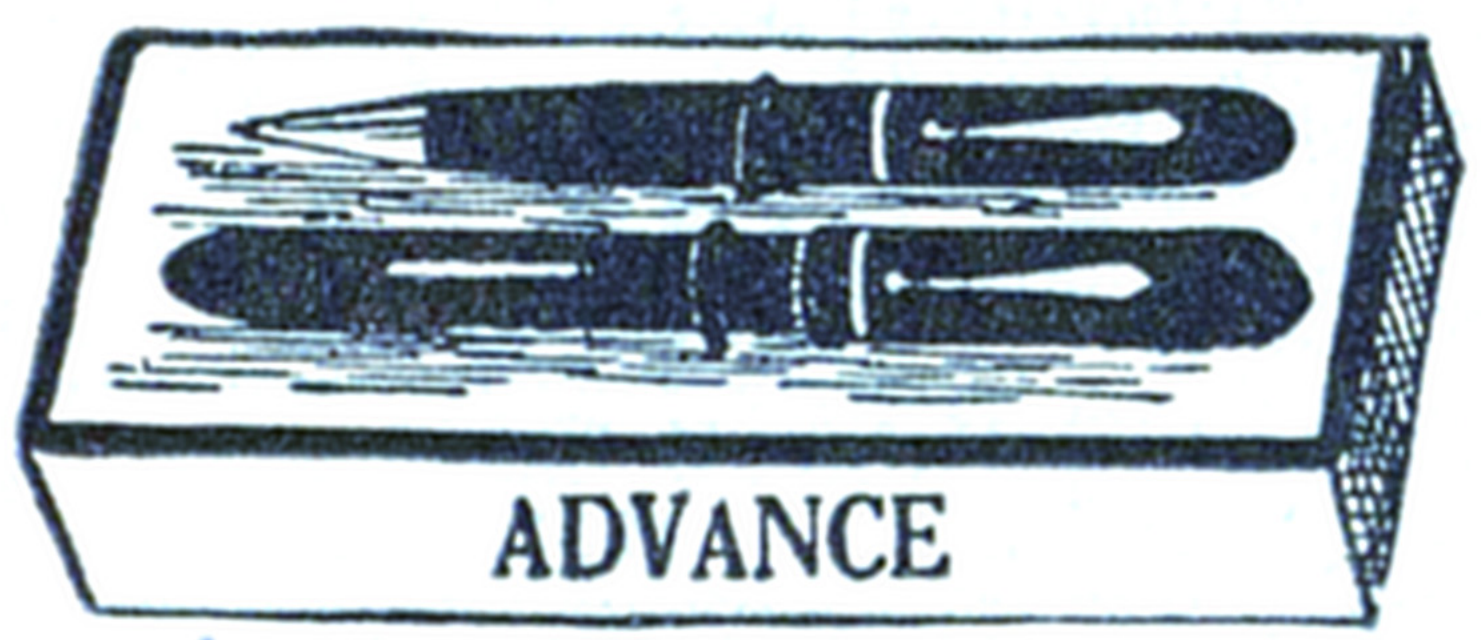
Fountain Pen & Pencil Set 12½c

Boxed Complete, Dozen Lots. Each.



Novelty Balloon, Mouse Head. Gross..	$2.00
Flying Birds, Large Size. Gross......	2.50
Jumping Fur Dog, with Bulb. Gross..	7.50
Swagger Sticks, Latest Finish. Gross...	5.50

FOR THE NOVELTY MAN
Ladder Toys, G-Man Badges, Jap Coin Boxes, Panel Board Tricks, Snake Radio, Whips, Parasols.

FOR THE CONCESSIONAIRE
Plaster, Candy, Blankets, Dolls, Lamps, Large and Small Chinaware, Slum, Prizes.

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1410 Abbott St., Detroit, Mich.
611 S. State St., Chicago, Ill.
307 W. Poplar Ave., Columbus, Ohio.

Great Sale-While They Last

MEN'S STRAP WATCHES—10½ Ligne Swiss Chromium Cases, Gilt Dials. $22.00 Price Tag in Box. In Lots of 6, 6-Jewel, $3.00 Ea.; 15-Jewel, $4.00 Ea.
NEW STYLE LAPEL FOB WATCHES, Swiss Mvt., Asst. Colors, 6 J.—RB. Each.............. $3.50
15 Jewels—RB. Each $4.00
WALDEMAR CHAINS AND KNIVES, Doz. Sets $3.00
ELGIN AND WALTHAM.
18 Size, Railroad Model Case, 7-Jewel. Hunting Movement. Each........... $2.00
15-Jewel, $2.50; 17-Jewel, $2.75.
SPECIAL PRICE — Duber-Hampden Wrist Watch (American Made), 7-J. In Lots of 6. EACH.................... $2.75
SAME, 15-J. EACH................ $3.75
SPECIAL PRICES FOR QUANTITY USERS.
25% Deposit, Balance C. O. D. Send for Catalog.

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COST 5c IN 100 LOTS—SELL 25c

Up to 400% Profit—Silverite Signs—Sparkling, Brilliant, Dazzling—Sparkle Like Diamonds—Sell for 25c.

500 slogans. Size 8⅝x9¼. Order today at the amazingly low prices. 100 signs cost $5.00, 50 signs $3.00, 16 signs $1.00, none free. Postpaid in U. S. A. Cash with order, none C. O. D.

No. 53—We thank you. Call again.
No. 65—Credit makes enemies. Let's be friends.
No. 75—We appreciate your patronage and hope to please you always.
No. 88—Quality is our Motto. Courtesy our Hobby.
No. 102—Mary had a little lamb. What'll you have?
No. 248—You have tried the rest, now try the best.
No. 634—Pleasing you keeps us in business.
No. 713—If you Believe in Credit, Loan Me $5.00.

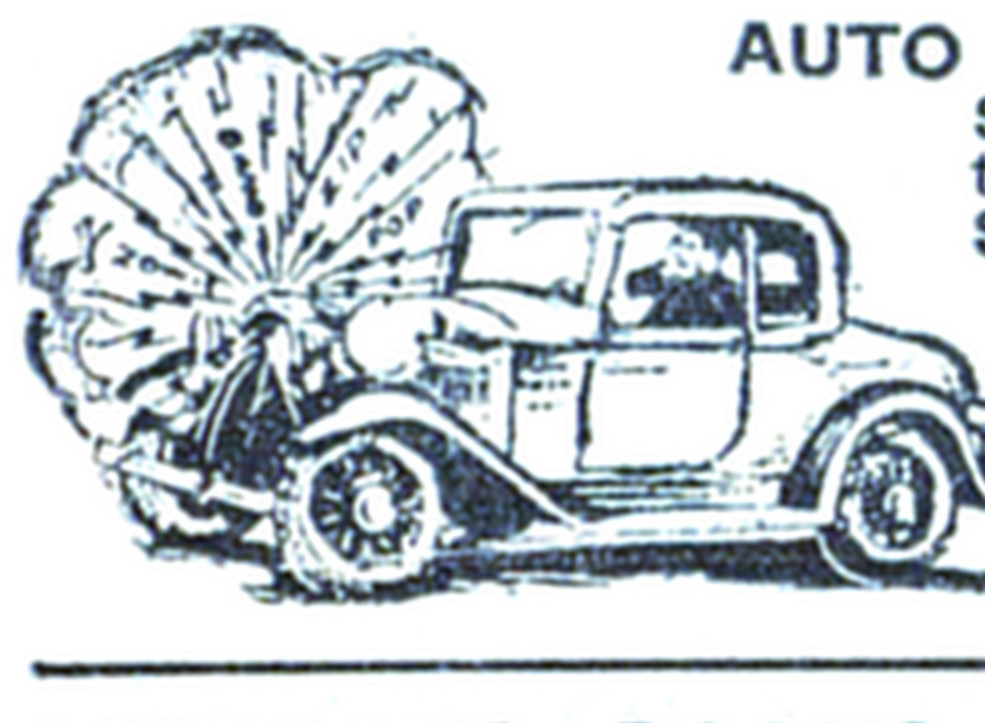
Free Slogan List. Write for it.

SILVERITE SIGNS, 417-C S. Dearborn, Chicago.

SELL NAP-TA-KING CLEANING CRYSTALS

MAKES CLEANING FLUID 2½c GALLON.

New Startling Discovery, NAP-TA-KING COMPOUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naptha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractively boxed. Trial Order, $1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. BN-4, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.



AUTO JOKER BOMBS

Shoots, Screams, Whistles, Throws Cloud of Smoke. Shoots Again. $1.00 Dz.; $11.00 Gro. Rush order to EDWELL'STRICK & NOVELTY CO., 320 Second St., Macon, Ga.

CARTOONS BOOKS — Late stuff, $2.00 per 100. Photos—Wow! $5.00 per 100. Assorted Samples, 50c. IMPORTERS, Box A94, Peoria, Ill.

O., tells: "Nelson Edwards, part owner of the show, who has been in ill health for some time, is on the mend and working again. Have not done much traveling the past winter. The show was located in Springfield for three months and played schools in that vicinity. While there we met an old showman and real trouper, Tom Powell, managing the Bandbox Theater. Also while there we visited Harry and Marie Le Roy, more real troupers. Sorry to learn of La Place passing on. We had known him for years and he sure will be missed by his many friends."

* * *

GEORGE J. (HEAVY) MITCHELL . . . pipes again from the Steel City, Gary, Ind.: "Saw Frenchy Thibaut and Al Rice working X-rays and rad and doing well. Also saw Duboise, with run menders, getting a quarter. Only a few can do that. Also met Otis (Scotty) Scott working blades. I am still pitching med. My friend Chief Red Feather was in here and left some herbs. They do believe in him. Watching his passouts will speak for him. Where are Mary Ragan and Chet? Sure would like to read the news from them."

* * *

MRS. E. R. STREET . . . owner of the Reagan Bros.' Show, writes in from Clarksville, Tex., telling of the marriage February 22 at Sulphur Springs, Tex., of Charles Braun and Dorothy Dean, Mrs. Street's mother. Mrs. Braun has been active in almost every branch of outdoor show business since 1890. She was the former Mrs. F. L. Corby. Show is reported as doing good business when the weather permits and has added quite a bit of new equipment for the spring and summer season. Show boasts of being in continuous operation for 20 years.

* * *

"PACKING 'EM IN . . . at all recent stands," pipes Ricton from Warthen, Ga. "Looks like '36 is going to be a 'coin extracting' season and a big money maker for all outdoor showmen. In a week or two will invade Tennessee and stay all summer. Will return to good old Georgia in the fall. Have completed my third winter in this State. Oodles of showfolks and showmen in this State—and all fine troupers. Doc Rowan followed us in at Mitchell, Ga. We had jammed them for three nights there, and Rowan should do well, too. Al Miller stopped recently for a chat. Has a new Ford and was on the advance. We're the first show in these parts northward bound. Where is Doc Dale? His show followed us all last fall. In driving thru Gibson, en route here, we passed the Paul Show, talkie outfit under canvas. Nice show. Max Reyn-

12 LEADERS

D. E. BLADES, Cello. 1,000....	$3.00
D. E. BLADES, Cello. 1,000....	3.25
S. E. BLADES, Cello. 1,000.....	4.00
S. E. BLADES, Cello. 1,000....	5.00
RAZORS for all D. E. Blades. Ea.	.5½
POCKET COMBS in Cases. Gr. ...	4.00
MATCH KING LIGHTERS. Doz..	1.20
FOUNTIAN PENS, Gold Chased or Chrome. Dozen............	$2.00
PEN & PENCIL SETS (Same Pen as above). Boxed.. Dozen..	$4.20
JAP CIGARETTE CASES. Doz...	.45
KEY CHAINS ON CARDS. Doz..	.60
COLLAR AND TIE SETS ON CARDS. Gross	$2.00

20% With Order. Send for Catalog.

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867 Broadway, NEW YORK, N. Y.

PLASTER NOVELTIES

To introduce our quality workmanship and finish, we will ship 200 assorted 25 to 40 cent retailers for $25.00; $8 cash with order, balance C. O. D.

SATISFACTION GUARANTEED

Your order must positively be postmarked not later than June 1. Only one shipment at this price to a customer.

NOVELCRAFT POTTERIES
EAST PROVIDENCE, RHODE ISLAND.

"LIQUID GOLD"

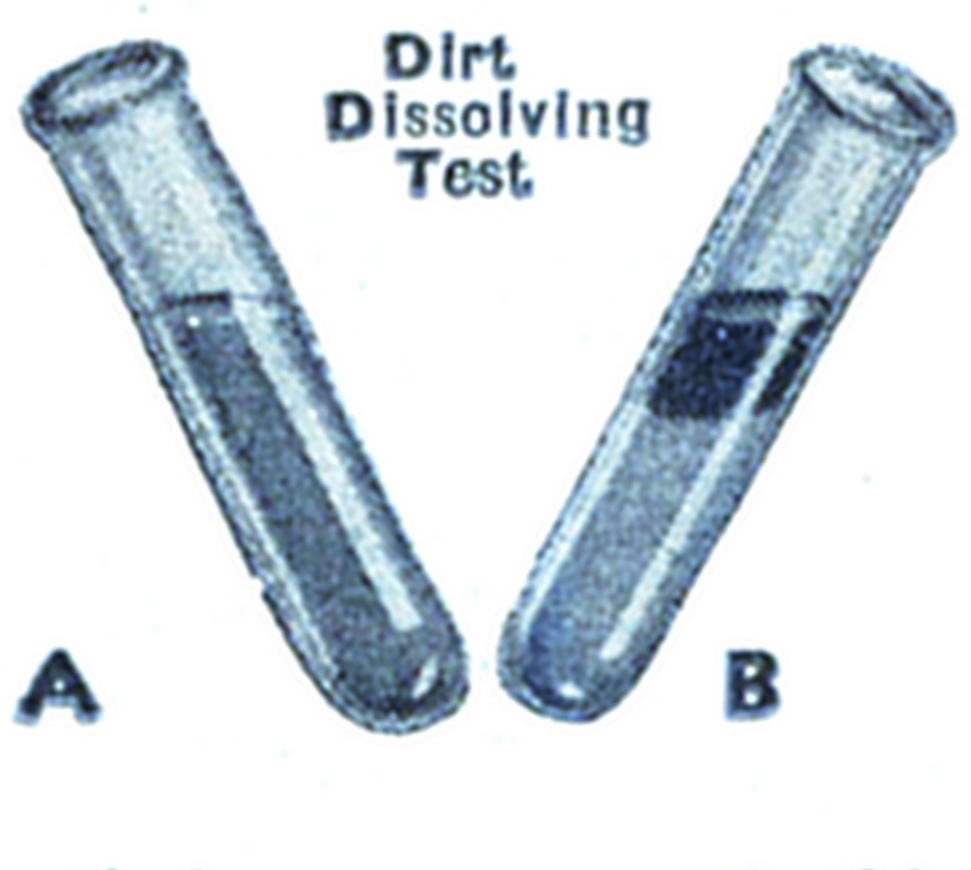
PITCHMEN, STREET MEN, HUSTLERS, CALL THIS STRANGE NEW FLUID, *just discovered*

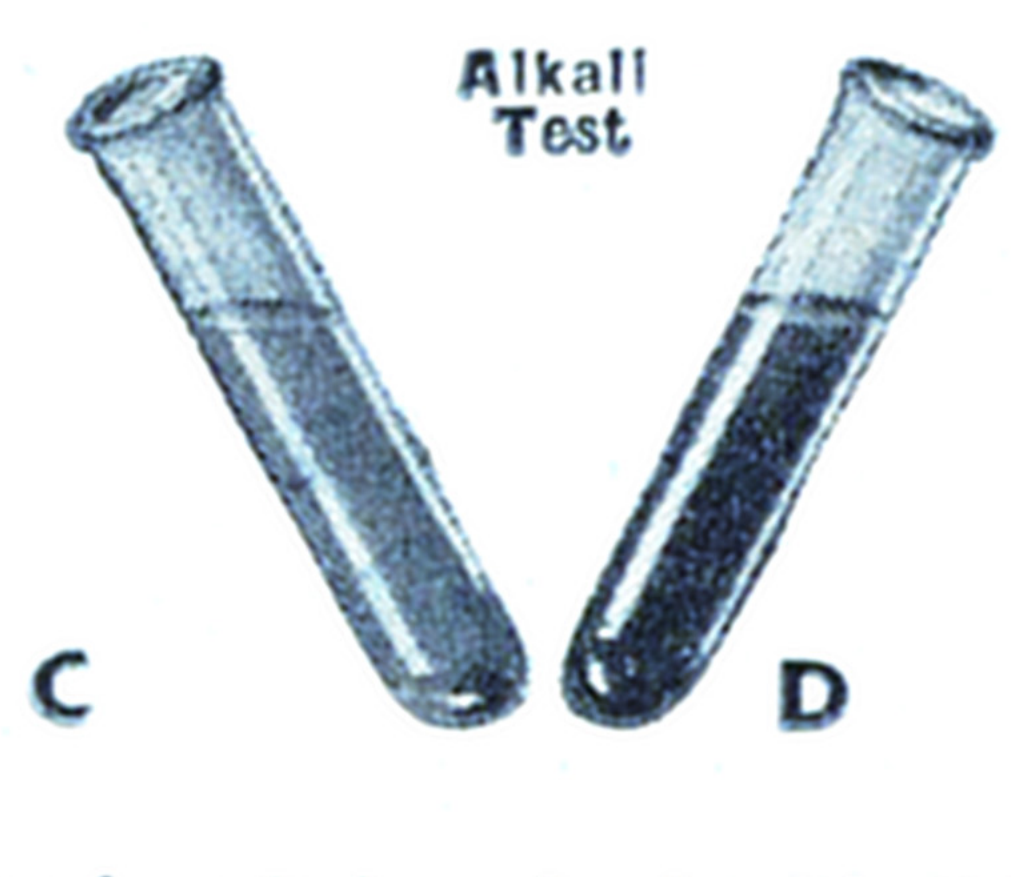
A "natural" for demonstration. Magic chemical tests draw the crowds. Product performs miracles that make sales. Brings you big cash. Half dollars and dollars. No cheap 10-cent grind. Hundreds cleaning up. No end to profits you can make.

Here is a product that gives you the "hottest" money-making flash you ever saw. Melts away dirt like hot water melts snow. Nothing else like it. Saves scrubbing, rubbing and hard work. Makes a public servant out of the power of chemistry. Absolutely harmless. Has dozens of uses. Takes the place of soap, soap flakes, soap powders, spot removers, drain openers, scouring powders, furniture polish, auto polish, shampoo, etc. Contains no alkali. Absolutely harmless. The most revolutionary, new, time-saving, money-saving cleaner ever created. . . . .

For generations people have cleaned by tediously and laboriously loosening dirt through back-breaking, back-aching scrubbing, rubbing, or by applying mechanical means—to enable soap to float dirt away. This new fluid D-I-S-S-O-L-V-E-S the dirt through chemical action. This harmless chemical action virtually does the rubbing and scrubbing because it melts the dirt away without forcing you to dislodge it. Think of the millions of golden hours it will save for housewives. Take a flash at the tests below, then hop on this big money-maker and CLEAN UP.

RAKE IN THE CASH WITH THESE 30-SECOND TESTS





Make their eyes pop with this test. Add this new fluid and water to dirty crankcase oil and shake it. The dirty, even color in the entire tube shows both the oil and dirt have been dissolved as shown in Tube A. Then add soap chips and water to Tube B and shake. The dirt and oil WON'T dissolve. It will merely float on top. We furnish you with all chemicals to make this sensational test.

Then knock 'em dead with this alkali test. Drop a chemical that turns red in the presence of alkali into a tube of this new fluid. It will NOT change its color, as shown by Tube C. Then make the same test with any soap chips or flakes on the market and watch the solution flash red, as shown in Tube D. We furnish everything for making tests. Get details quick.

Send Name
For Testing Kit Offer

OGDEN CHEMICAL LABORATORIES
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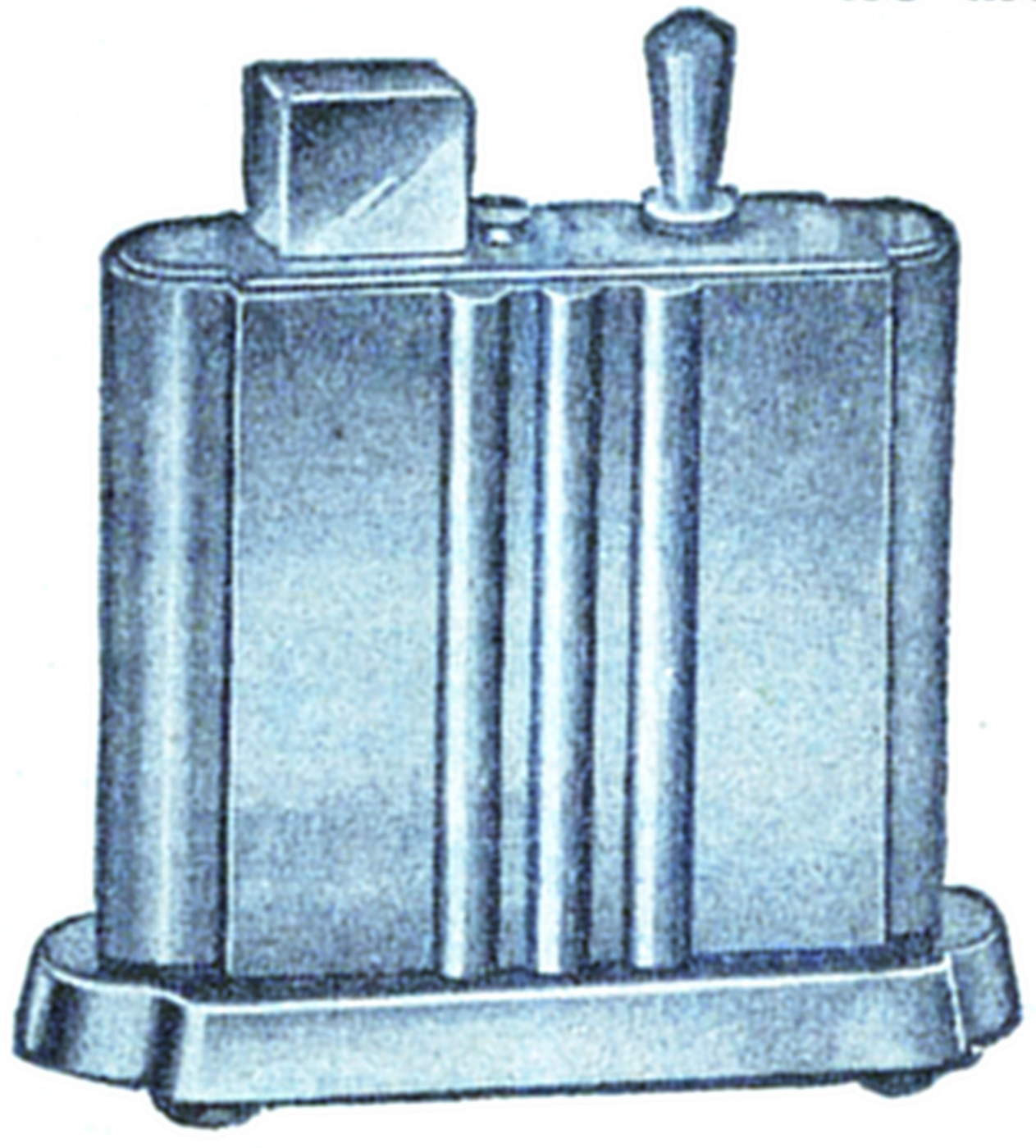
NO MORE TO BE MANUFACTURED.



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33 1/3% OFF REGULAR JOBBERS' PRICES.

DIGGER OPERATORS.

Strikers Firmly Fixed for Claw Use.

SALESBOARD OPERATORS.

These are Quick-Selling and Profitable Numbers for Deals.

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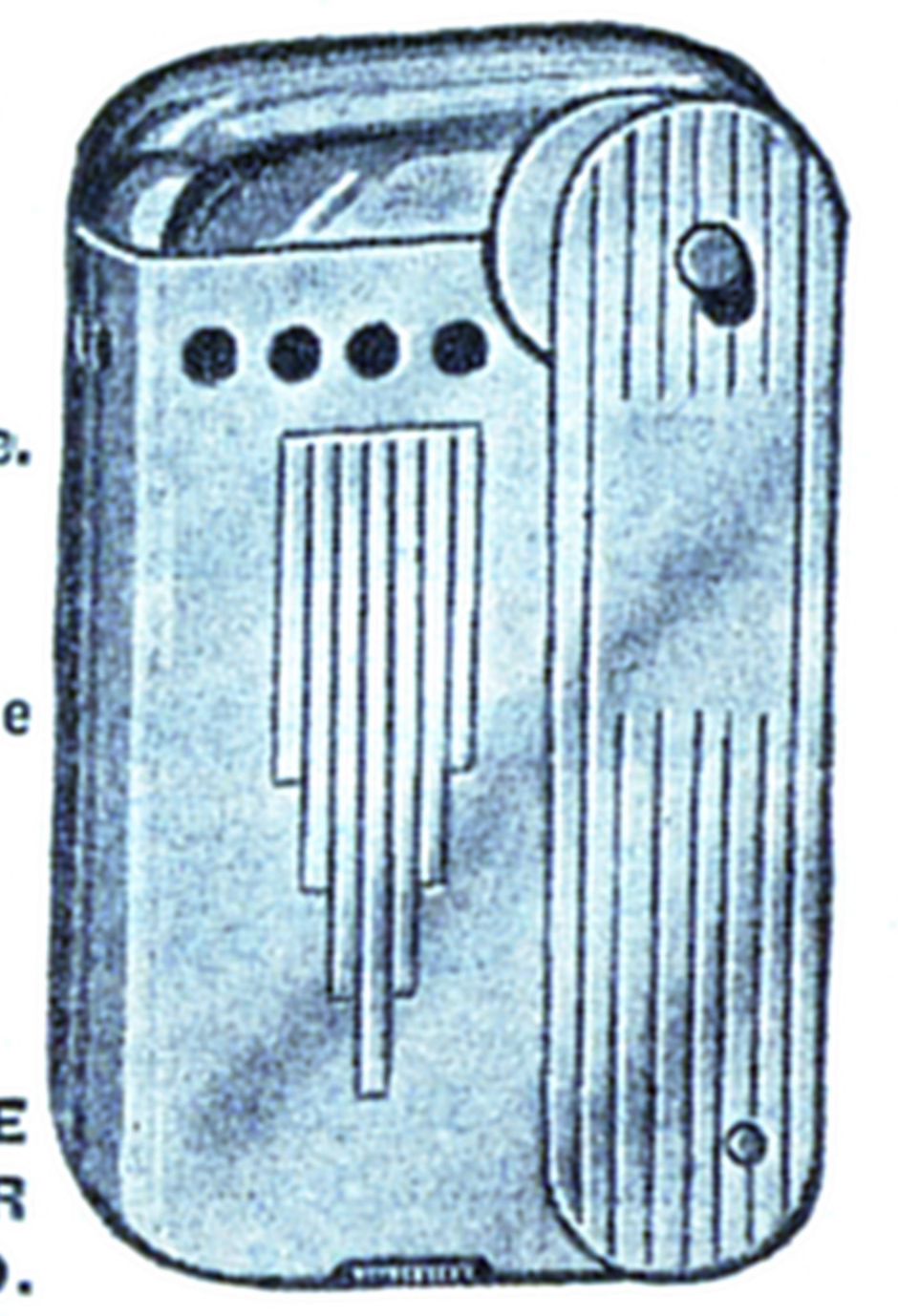
SEND FOR OUR $25.00 DE LUXE Assortment of 100 Items for DIGGER Machines. 25% Dep., Bal. C. O. D.



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PARIS BEAD AND NOV. HS. 305 W. ADAMS ST. CHICAGO, ILL.

Attention Concessionaires

NEW FLASH FINISH MADE FOR ALL GAMES.

Parks and Stores—Line up with our new Plaster Dog and Novelty Ash Tray—Electric Table and Radio Lamp. Also jobbing on Beacon and Fleeces Blankets. Water and Tea China Sets. Imported Slum, Vases; Penny Items. Catalog ready soon. Write now for copy.

No. 603—19" High, Shade 16". Sample, $1.00.

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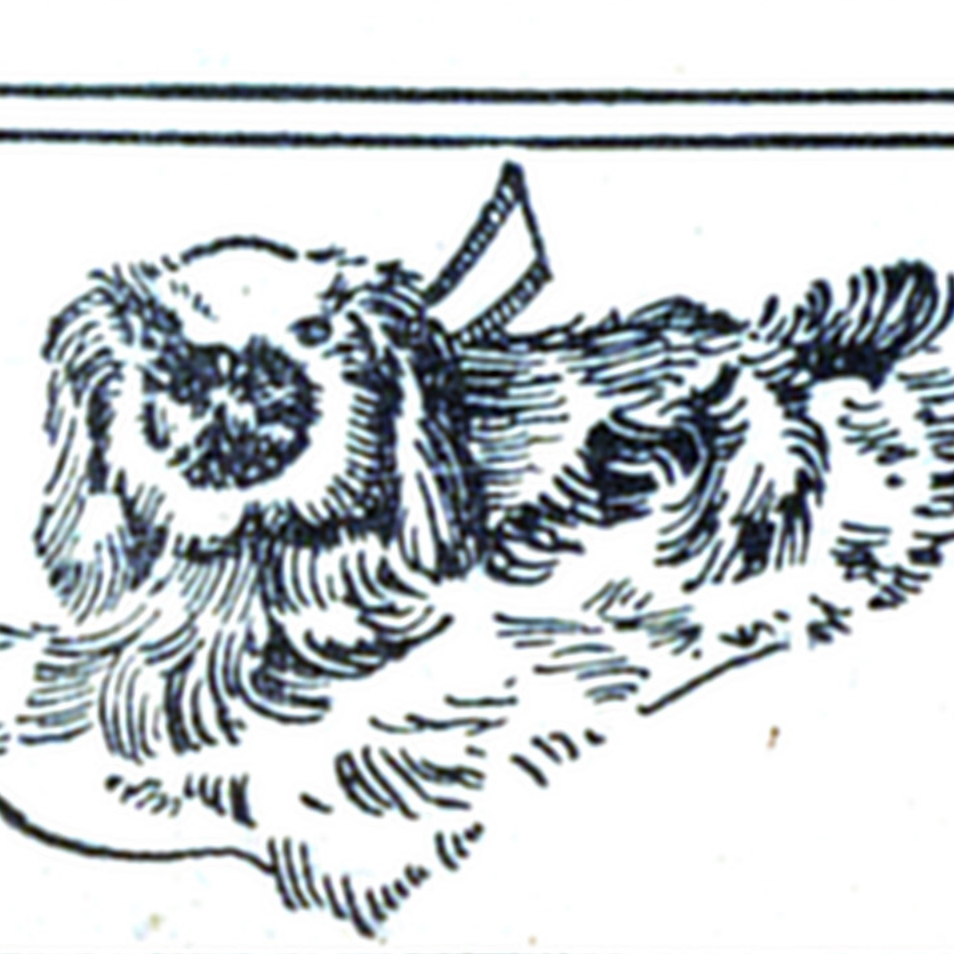
STARTLING VALUE

GENUINE PEKE FUR

These Fur Dogs are HEAVYWEIGHT values at LIGHTWEIGHT prices. A complete line of all varieties in which long profits can be made is available. Don't forget to see MAX BAER before you buy.

MAX BAER, 177 W. 26th St., N.Y.



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TOILETRIES and COSMETICS for MEN and LADIES
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4-PIECE DEALS
Just Released
★ EYE-APPEAL
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Stainless Steel Blades, Genuine Bone Handles. Each set in specially lined box. You can't go wrong with these fine, high-class sets. Great Flash! Look three times the price. MADE............
To Retail for $1.59
We also carry a complete line of Clocks, including popular new Colonial Clock in modern design, Statue of Liberty Clock, Empire State, etc. WRITE FOR FREE CATALOG and prices.
JOBBERS Write for Special Prices.
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BEFORE
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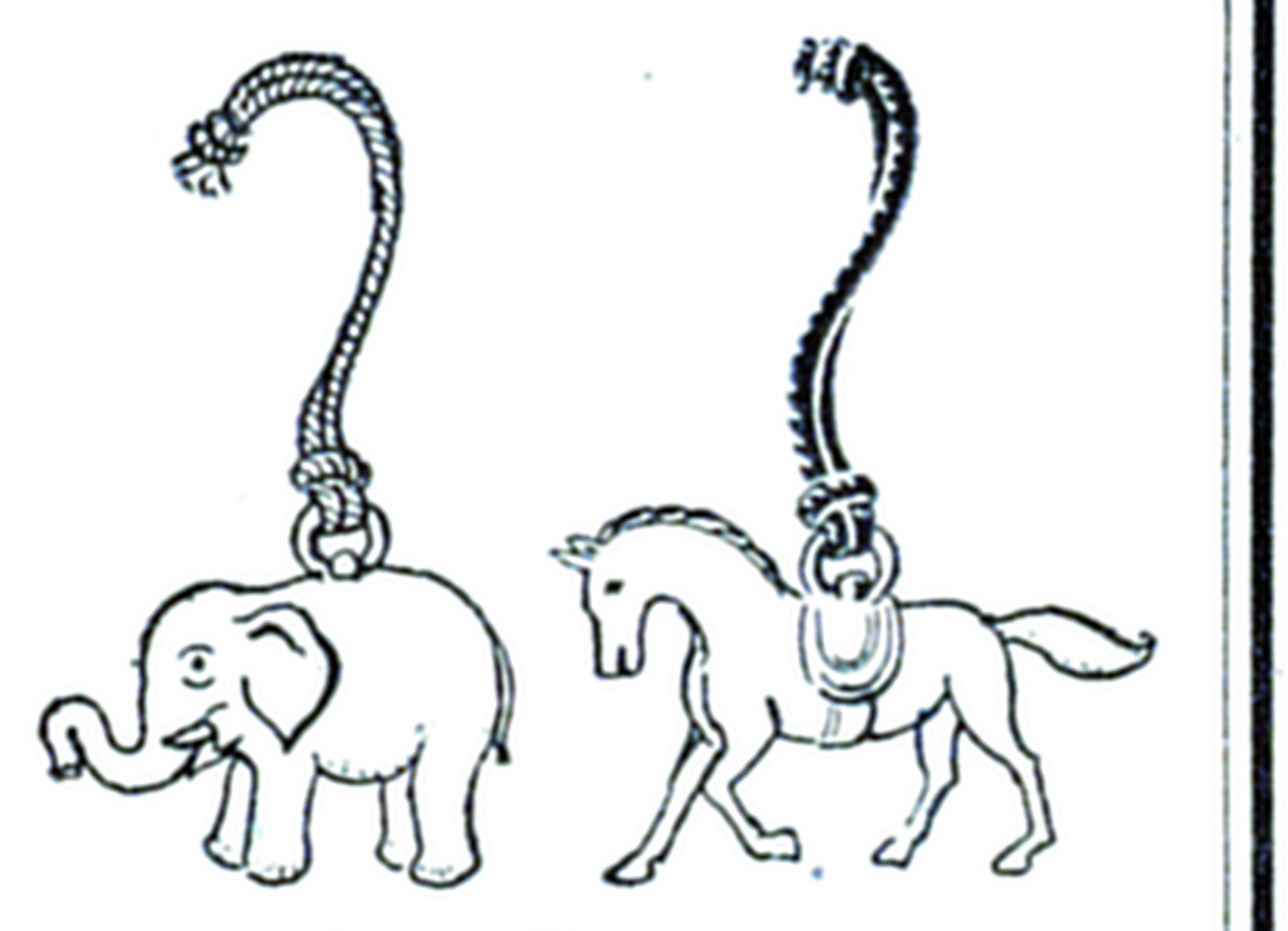
CORN
SOFT CORN

On Individual Cards
CORN-GO
CORN & CALLOUS REMOVER
Stops the Pain Instantly
Leonard Sales Co.
232 North 9th St., Philadelphia, Pa.
Write for Distributors' Prices. Prepaid Sample, 10c.
SPECIAL DEAL:
2 Doz. CORN-GO; retails 25c.........$6.00
1 Doz. FOOT CREAM; retails 25c....... 3.00
1 Doz. FOOT POWDER; retails 25c..... 3.00
COMPLETE DEAL, $2.00.
Ask your Local Jobber About CORN-GO.



LUCKY CHARMS
Imitation Ivory Elephants, Dogs, Scotties, Donkeys, etc.
Glass and Pearline Elephant, $1.00 per Gross.
$1.00 Per Gro.
WRITE FOR NEW CATALOG.
KARL GUGGENHEIM, INC.
871 Broadway, New York

WRIST WATCHES
Men's Sport Model, new Cases and Dials, in 6 to 15-Jewels, Assorted, complete with Band. While they last. $1.85 Each
POCKET WATCHES
7J. In New White Fancy Cases
18 Size, Elgin or Waltham...$1.75
16 Size, Elgin or Waltham... 2.50
12 Size, Elgin or Waltham, cased in fancy 2-tone cases. 3.00
Send for Price List.
CRESCENT CITY SMELTING CO.
"Old Gold and Silver Buyers and Refiners,"
113 N. BROADWAY, ST. LOUIS, MO.

CHAMPION
PURE
ASPIRIN
A Product of Merit
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NEW SPRING ITEMS
FREE 1936 CATALOG
● GIANT MOTH CAKES, ASSORTED COLORS. Per Dozen........ 44c
● LOWEST PRICES, CARDED GOODS, BLADES, NOTIONS, SOAPS, ETC.
● HOUSE-TO-HOUSE ITEMS, GOGGLES, CANDY DEALS.
● LATEST STYLE ELECTRIC CLOCKS AND LAMPS.
● MERCHANDISE FOR SIDE-LINE SALESMEN, PER GROSS 60c.
CHAMPION SPECIALTY CO.
814-Z CENTRAL ST., KANSAS CITY, MO.

olds visited us at Summit, en route to join the Paul Show. The Richardson Show was at Grovetown as we drove thru. Didn't stop as it was raining. The missus and I are going to hop into Augusta for some shopping. Al Miller has a new light plant. Must be getting money. We are now in our 159th consecutive week on the road, over three years of steady going."

* * *

"EARL HUNTER . . . and I are in Chattanooga, Tenn., winning some fair money with blades and watches," cards H. L. Crumpton. "Tennessee is really a good State all over. We are heading for Iowa and the Northwest next week. I can fully recommend the entire State here."

* * *

"THE ROADS ARE . . . still blocked by snow thru North Dakota about half the time," writes Tate McAlister from Wolf Point, Mont. "Wouldn't advise anyone to come in here for another two or three weeks. Worked watches thruout Montana, North Dakota and Minnesota during January and February. Business fair."

* * *

HOBO BENSON . . . cards from Yuma, Ariz.: "Met the Crafts Shows in Brawley, Calif. Pitched my sketching joint on the stem. Business fair."

* * *

"HERE IS MY FIRST . . . pipe in quite a long while," tells Doc Earnest from Asheville, N. C. "Conditions here aren't so good. Working med to poor business. Had a wonderful season last year in North Carolina. Will open the med platform here the first week in April. Doc B. T. Scruggs, of the Big Chief Med Company, opens his med platform April 15. He will work North Carolina again this year. Doc has a nice layout. He has had his med store going here all winter. Read with interest the recent pipe from Otis Lockboy and Nick Kay, of the Lockboy Comedians, in South Carolina. Very

"HEY YOU" LOOK ! ! ! !
IF YOU ARE A CIRCUS PITCHMAN, or a STREETMAN or a STOREKEEPER, or a user of Fast-Selling items, — "READ ON" — For Circus. Our new Bulletin listing all the fast Slum is now on the press. HOROSCOPES — YES! 1936 4-page folder in Flashy Colors, $1.00 per 100 or $6.00 a 1,000. STOREKEEPERS, our new REDUCED PRICE CIRCULAR is on the press—SEND FOR IT—saves you $$—NEW ITEMS—AND HOW! SNAKE CHOCOLATES will FOOL anybody and sells like hot cakes; packed 3 pieces in attractive box. doz. boxes 80c. NUDIST CAMP SCENE—It's "HOT", FUNNY and a SURE SALE when shown; $1.50 per 100 (Asstd). AFTER THE WALK, an ELECTION Novelty; doz. 60c. And many others too numerous to mention. Send $2.00 for 50 samples of Fast Sellers or a DIME will bring our Catalogue and Circulars. MAGNOTRIX NOV. CORP., 136 Park Row, New York.

PURE ASPIRIN
5
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10

Men Wanted at Once
Make Money Calling on Stores
New occupation. Pays big money at once without investment. Introduce sensational new line 5c and 10c necessities to stores. Self-Sellers. Permanent repeat business easy. Experience unnecessary. Start free. Write PRO-CO-PAX, Dept. 78-YD, 1956 S. Troy, Chicago, Ill.

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COMPLETE AMPLIFIER SYSTEMS
For every current; also outdoors and trucks. Buy from manufacturer and save. Catalog free.
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Party Supplies, Souvenirs, Noisemakers, Novelties, Summer Items, Etc.
OUR PRICES ARE THE LOWEST.
Send for New Catalog.
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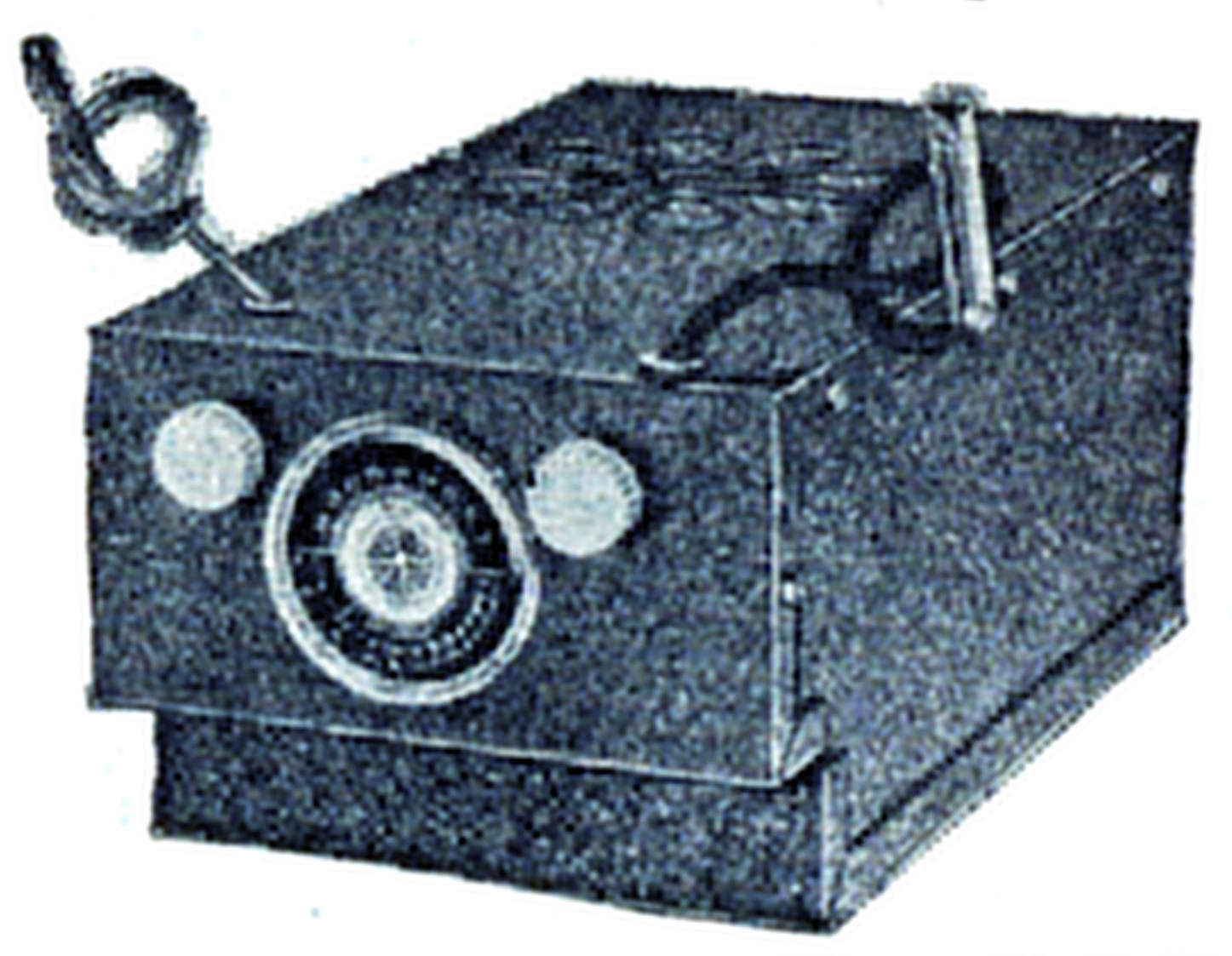
MEN'S POLO SHIRTS
Assorted, White, Blue and Yellow, Mesh Weave, $4.00 Dozen. Assorted Colors, Extra Quality Celanese, $6.00 Dozen. Complete Sample Assortment, 6 Shirts, $3.00.
EUREKA SHIRT CO., 307 W. 38th, New York.

AMERICA'S LEADING MANUFACTURER OF
FELT RUGS
Lowest Prices. Sample, $1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

SPECIAL FOR STREETMEN
LOW PRICES
HAMMER BROS.
110 Park Row, New York, N. Y.



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AUTOMOBILE RADIO
MODEL NO. 1805
Be among the first to get in on Steinberg-Carlton's latest scoop. Greatest value in an Automobile Radio Set ever offered! And it allows you a greater margin of profit than any other set on the market. Will work anywhere from 6-volt battery; in car, truck, tent, camp, boat, beach or farm. Can be installed easily in 5 minutes.
One outlet sold 20,000 of the old model of this set in six months. And this is a newer, better, sturdier, more sensitive, more powerful set. It costs you less. And you make more on it!
Order today! First come, first served. Right now is your chance to clean up and make more money on a Radio Set than you ever made before. Rush $5.00 deposit, Balance C. O. D.
LIST PRICE $34.50 YOUR COST $16.25
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ELGIN 7 Jewel $3.40
IN LOTS OF SIX
New Case—New Dial—New Hands—New Band—New Box. Fitted with first-class Elgin Movement. Assorted cases—raised gold figure dial—stainless steel back forever unaffected by perspiration. Sample Watch, $3.65. Order No. 45.
HAMPDEN 7 JEWELS $3.25
New Case—New Dial—New Hands—New Band—New Box. New thin model round case curved stainless steel back. Genuine Lever Set Hampden—attractive dial, unbreakable crystal, heavy pig-skin band. Sample Watch, $3.50. Order No. 77.
GENEVA 7 JEWELS $3.25
New Case—New Dial—New Hands—New Band—New Box. Practically new movement; fine 7-Jewel Lever Geneva. New yellow color—stainless back, raised numerals, beautiful finish, accurate timepiece. Sample, $3.50. Order No. 19.
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1¢ 5¢ 9¢ CANDY DEALS
"HERSHEY'S"—"BABY RUTH BARS"—"PEANUT MAIDS"—AND OTHER FAMOUS CANDIES! FREE GIFTS!! ANDERSON'S 2ND ORDER, $250.00. Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stands—ALL Big Buyers. New long profit deals beat all we have had in the past and they were the best of the times. You make double profits now. Attractive free gifts. Self-selling counter display vendors. Punch deals. Bulk and deal candies. Fast Quick repeat. Dealer can't renew from anyone but you. (You're "on the spot" to make money faster than ever before.) Finest best known candies—Hershey's and Baby Ruth Bars, Casterline Specials, O'Henry Carmels, Peanut Maid, others. Some deals pay 100% profit, unheard of commission in this business. Send for FREE details. New Plan—a gold mine for salesmen and distributors. CASTERLINE BROTHERS, Dept. EP, 1916 Sunnyside Ave., Chicago.

RADIOS AT ALL PRICES
4-TUBE AC-DC
$5.35 in Lots of 6 — $5.75 Sample Order
5-TUBE DYNAMIC AC-DC
$5.95 in Lots of 6 — $6.50 Sample Order
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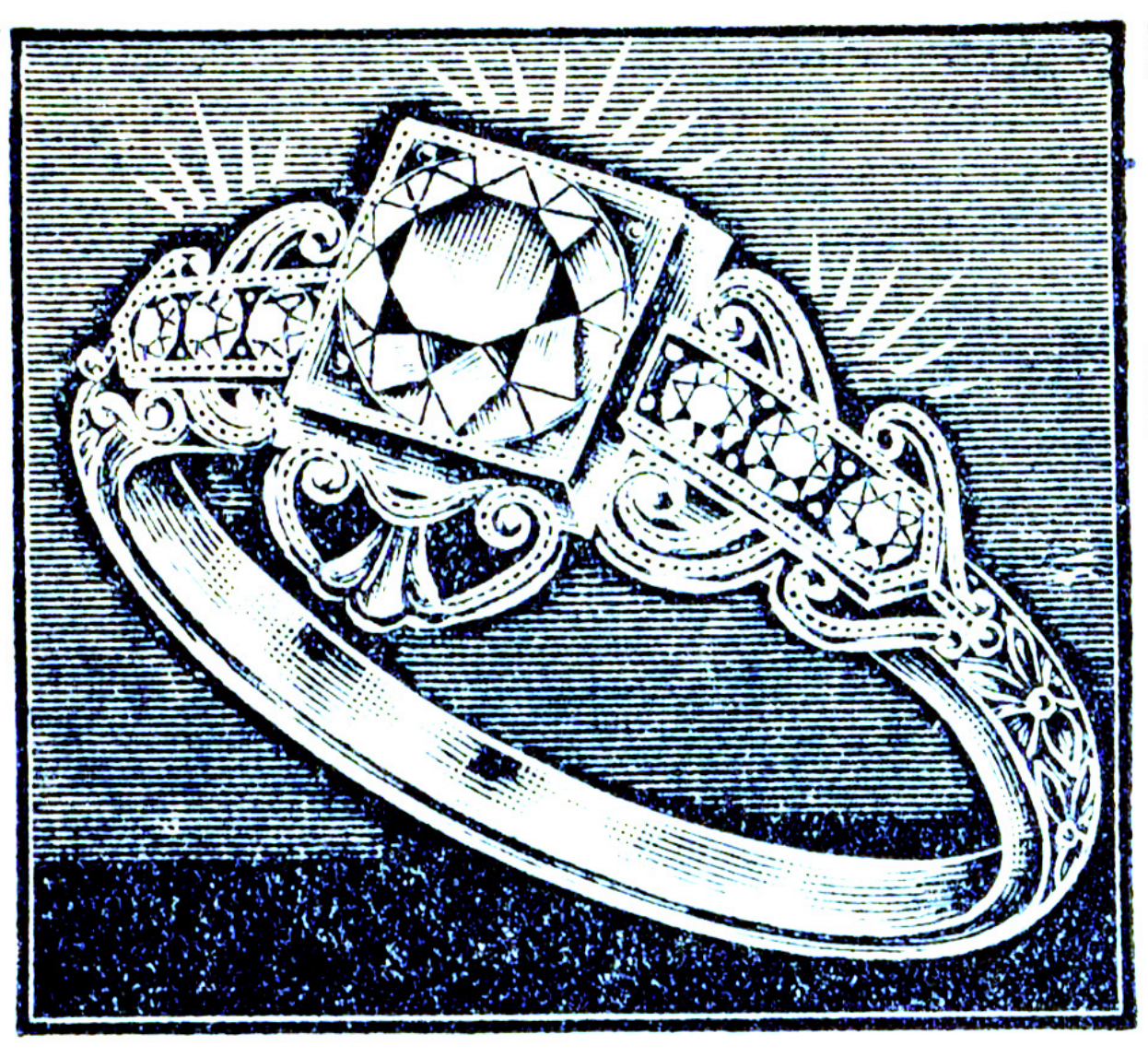
$6.45 in Lots of 6 — $6.95 Sample Order
5-TUBE AIRPLANE DIAL
Broadcast and Shortwave — Separate Switch
$7.45 in Lots of 6 — $7.95 Sample Order
All sets fully guaranteed. Equipped with R. C. A. licensed tubes, in cartons and brand new. Send 25% deposit, balance C. O. D., F. O. B. Chicago.
AUTOCRAT RADIO CO.
3855 N. Hamilton Ave., CHICAGO, ILL.



HERE'S A *PERFECT* IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size stone (½ Ct.), three small stones on each side, filigree work around top and sides and engraved shank. RING No. 93, in 14-Kt. Gold Plate, and No. 92 in Rhodium.

OLD CUSTOMERS — NEW CUSTOMERS

We not only have the most complete stock of ings in the country but we also carry every kind of jewelry store and demonstration merchandise. Our new line is more complete than ever. You can get what you want from us. Write for our sample line No. 93, consisting of 18 new White Stone Rings for $2.00. Send for our catalogue **today** so you will have it when you need it.

★ **HARRY PAKULA & CO.**
5 North Wabash Ave. CHICAGO

NEW. LAPEL WATCH

FOR MEN AND WOMEN.
The Style Sensation of the Year. Famous Dependable Movement (American Made), Non-Breakable Crystal, Braided Lapel Cord with Genuine Leather Button. French Enamel Case with lustrous chrom trim—Smart Colors — Black, Ivory, Tan, Blue, Grey, and Red. In Dozen Lots. **$1.00 each**

LARGE SIZE JUMBO FOUNTAIN PEN, Each in Box. Per Doz. **$5.00**
Sample, 25c Extra.
25% Deposit with Order, Balance C. O. D.
We carry a complete line of latest merchandise for Concessionaires, Parks, Fairs and Carnivals. Write for Catalog.

FRALEIB NOV. CO. 217 Canal St., New York, N. Y.

WE CAN HELP YOU TOO to MAKE MONEY

We make the thing everybody needs and wants—portable typewriters. Our line is complete. Our product and our name enjoy world-wide recognition and respect. Today, right in your own community, are people about to buy portables for business, social use, for their children. Represent us. Under our special plan we equip you with every modern selling aid. We show you how others have made money, reached success. You will be proud to be associated with us. Write us NOW. **Remington Rand**, attention Mr. E. H. Campbell, 205 E. 42nd St., New York.

TIES — LEEDS TIES ALWAYS LEAD

IN PRICE, QUALITY AND PROFIT

	Doz.	Gross
Lot 1—Wash Ties; fast colors	$1.00	$ 9.00
Lot 2—French End Crepes & Jacquards.	1.10	12.00
Lot 3—Open End Printed Crepes	1.25	13.50
Lot 4—Open End Printed Jacquard Silk	1.75	18.00
Lot 5—Open End Swiss Knit and Silk	2.00	21.00

HAND-MADE TIES, $3.50 to $4.50 per doz. 10% deposit with order, balance C. O. D. Satisfaction or money back. **LEEDS NECKWEAR, B-125 So. Wells St., Chicago, Ill.**

DON'T TELL ME

HANG A FUR TAIL

On Your Friend's Coat or Trouser Seat.
Catches Easy. Send 10c.
CHAS. BRAND
208 W. 26th St., New York City
Crew Managers, Distributors and Agents Wanted

FREE-- FULL PARTICULARS ABOUT "WINKY" SCOTTIE DOGS, CATS BEARS AND RABBITS

THE ONLY STUFFED ANIMALS WITH Electrically Lighted FLICKERING EYES.
Write Today!
National French Novelty Co., Inc.
2058 Pitkin Ave., Brooklyn, N. Y.

---

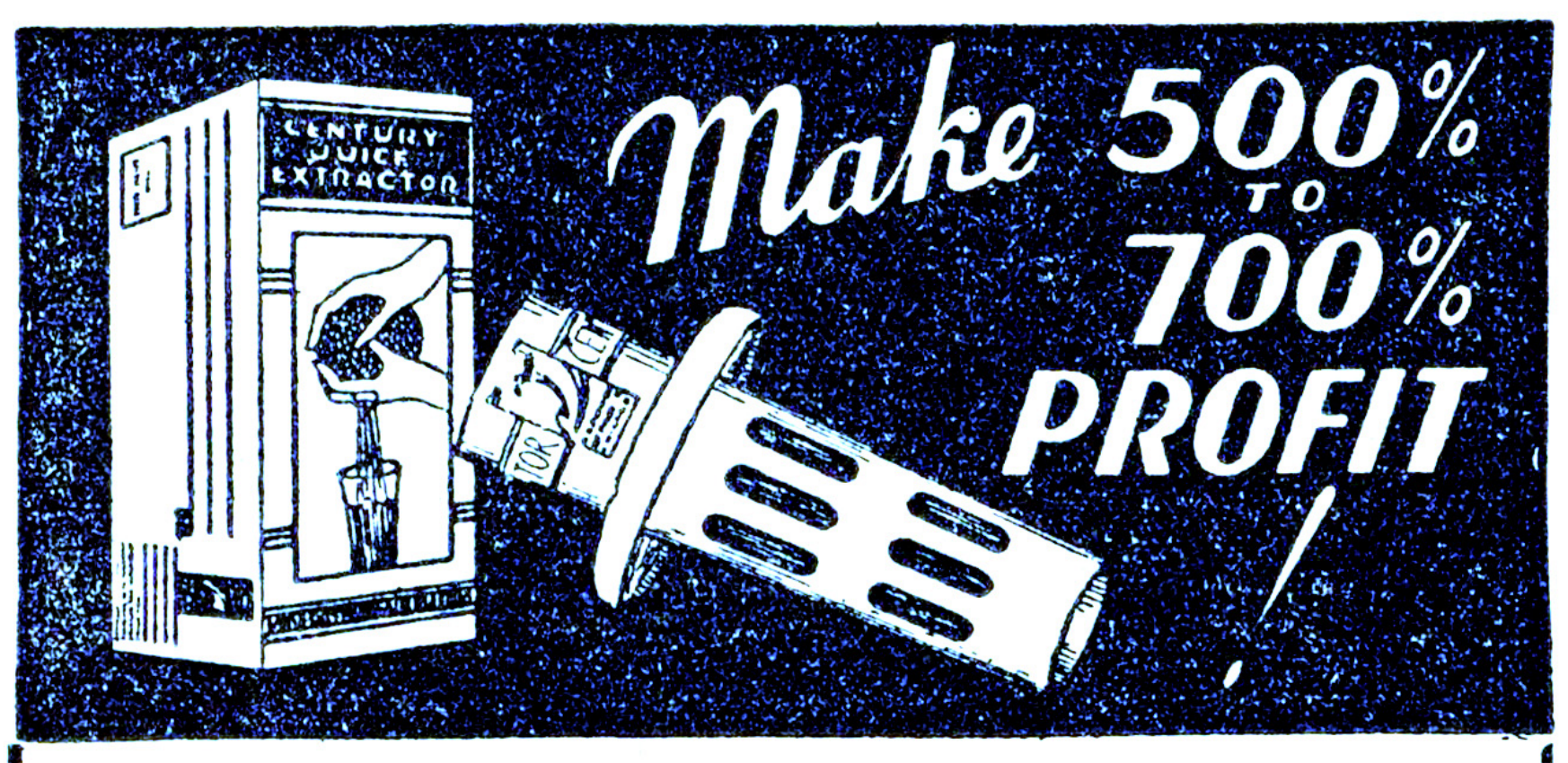
good, Otis, keep going. Also noticed where Doc Curry was back from New York and wanted to see a pipe from me. Glad to see where he expects to have a good season. Would like very much to read another pipe soon from Doc Lockboy, also Curley Moore, Doc Colgrove, Doc Stumpf, Al Parrish, Red Baker, Doc Curry, Capt. Bill and others of the days gone by. Bob LaBerta and wife will be with me again this season. They are real drawing cards and good workers. They wintered in Georgia. I will also have Madam Wanana and husband, Blackie Frost and wife. We had Doc Blanton up in these parts while the tobacco markets were going. Also Doc Fisher. Court days have been good in this section. I get my copy of *The Billboard* every week and Pipes always get my first attention. Am I wrong in thinking that the boys in these parts have been laying down a bit on their contributions? Most of them seem to be coming from the West. Well, I have had my fill of Arkansas, Louisiana and Oklahoma. Mississippi is good for med on s. r. Some very good spots in the State. I was washed out of Arkansas last spring. Come, on, boys, pipe up and let's see how the world is doing. Don't forget to stay clear of these parts for a while, but other sections of the State are good. Doc Scruggs will work east from here and I will work west and north. There have been very few med men in Asheville lately. Let's pull for a big season and have more good-times talk in Pipes."

* * *

MILTON BOTWIN . . .
of the Natural Health Association, New York, now operating a pitch health store in Miami, reports a wonderful season and says they expect to continue the store for another several months.

* * *

AMOS DWYER . . .
is requested to pipe in by Prairie Mae, writing from Endwell, N. Y. "Everyone is managing to survive the flood and things are in fair shape," she concludes.



CENTURY JUICE EXTRACTOR

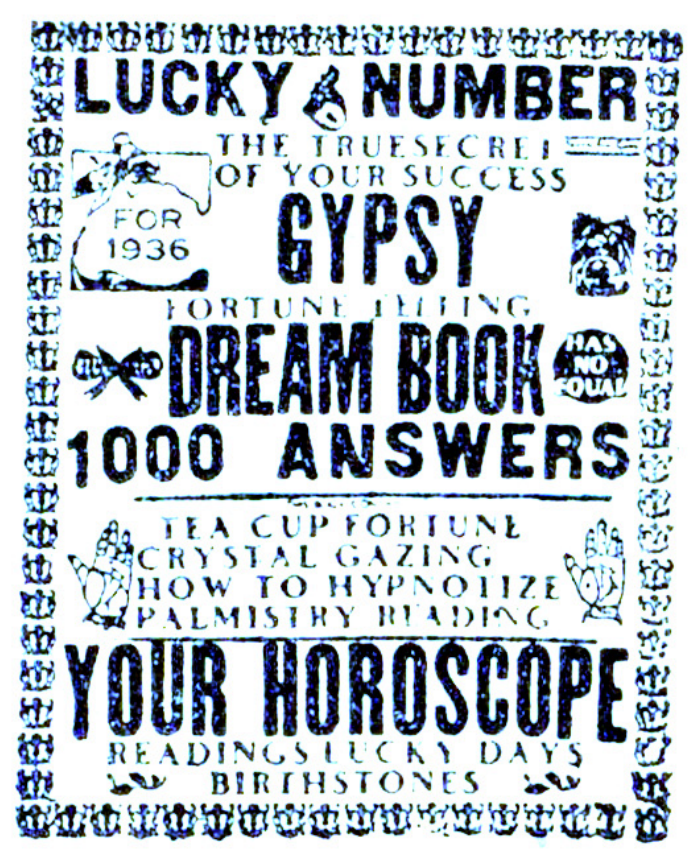
HOT ITEM FOR FAIRS

Here's a Juicer that's a real money getter. Can be used equally as well on all fruits. Also acts as Corer for Apples, Tomatoes or Green Peppers.

A WELL-MADE LEGITIMATE TOOL, highly plated. Packed in attractive individual lithographed box.

$8.00 per Gross, F. O. B. Chicago.
25% with Order, Balance C. O. D.
Sample Dozen, 90c.
NU-DELL MFG. CO., INC.,
501 W. Huron St., Chicago, Ill.

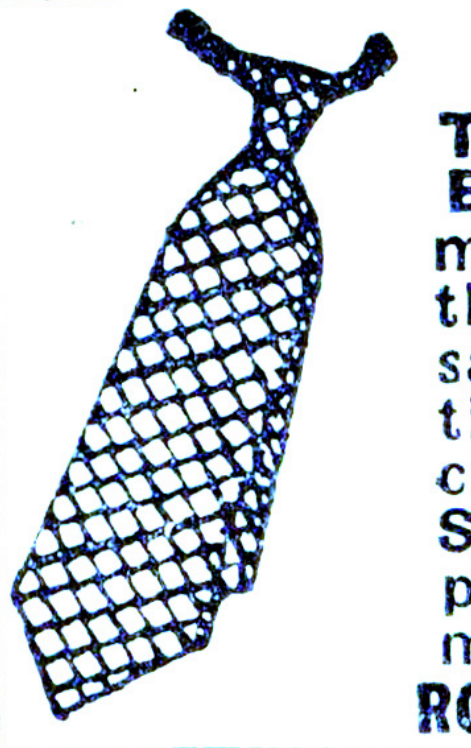
BRAND NEW 1936 EDITION



GOING LIKE WILD FIRE.
Pitchmen, Streetmen, Dealers—Barrel of Dollars for you. Fastest selling item in America. Large (9x12) flashy, amazing Horoscope Dream Book with Lucky Numbers for each dream. Cost you $4.00 per 100. Sample, 10 Cents. 25% Deposit, Bal. C. O. D.

Our name or ads do not appear in this book.

NUTRIX NOVELTY CO.
223 E. 14th St., N. Y. C.



Big Market for LEATHER TIES

This beautiful line of Attractive Embossed Leather Ties appeals to men in all lines of trades, because they are neat, they look like silk or satin and last indefinitely. Great time savers, too. Clean with damp cloth, always look like new. Send only 35c for Sample and Complete Selling Outfit. Get started making Big Money. Dept. 105
ROYAL TIE CO., Box 1306, Milwaukee, Wis.

RUN MENDERS

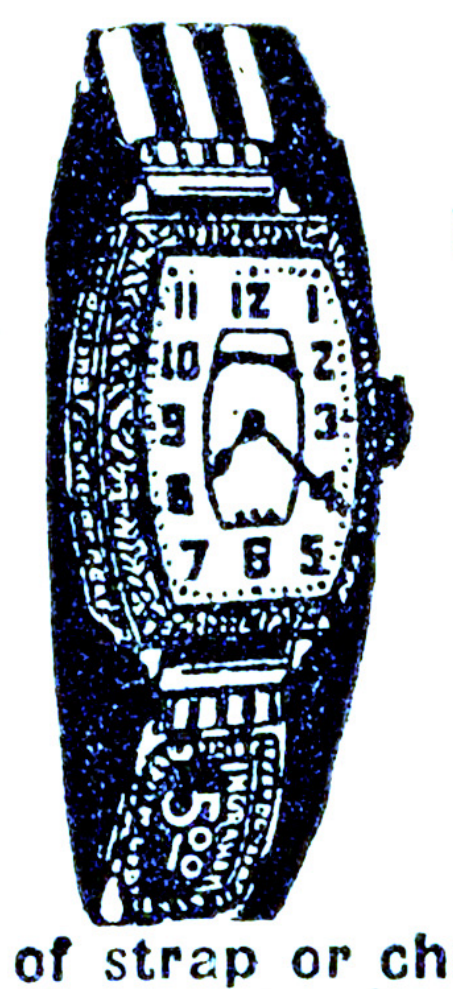
Med. Latch Rubber Handle, gross, **$2.75; 500, $8.25; $1,000 $15.00.** Wood Handle, gross, **$4.00; 1,000, $23.00;** Chiffon Special Rubber Handle, gross, **$7.20.** Wood Handle, gross, **$8.50.** Directions furnished, deposit required. **5 samples 50c.**
RUN MENDER WORKS, Dept. 2, Waukesha, Wis.

DEMONSTRATORS

Sell the New ZIP Polishing Cloth and other articles, 100% to 200% profit; repeat sellers. **LIGHTNIN' PRODUCTS CO., 616 W. Kinzie St., Chicago, Ill.**

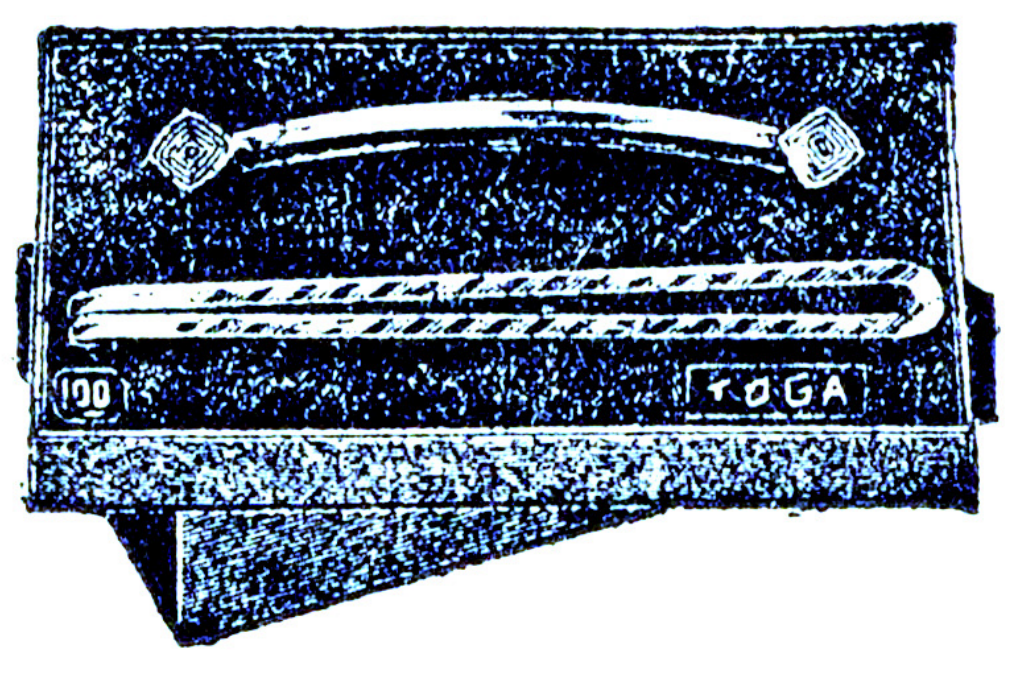
MERCHANDISE HEADQUARTERS

Two big floors devoted to the most extensive lines of **WATCHES, CLOCKS, SILVERWARE, TOILETWARE, JEWELRY, OPTICAL GOODS, SPORTING GOODS, CHINA NOVELTIES, CUTLERY, SUNDRIES, ELECTRIC GOODS, TOYS, FURNITURE** and hundreds of money-making specialties. Here are a few specials.



WRIST WATCHES $1.75

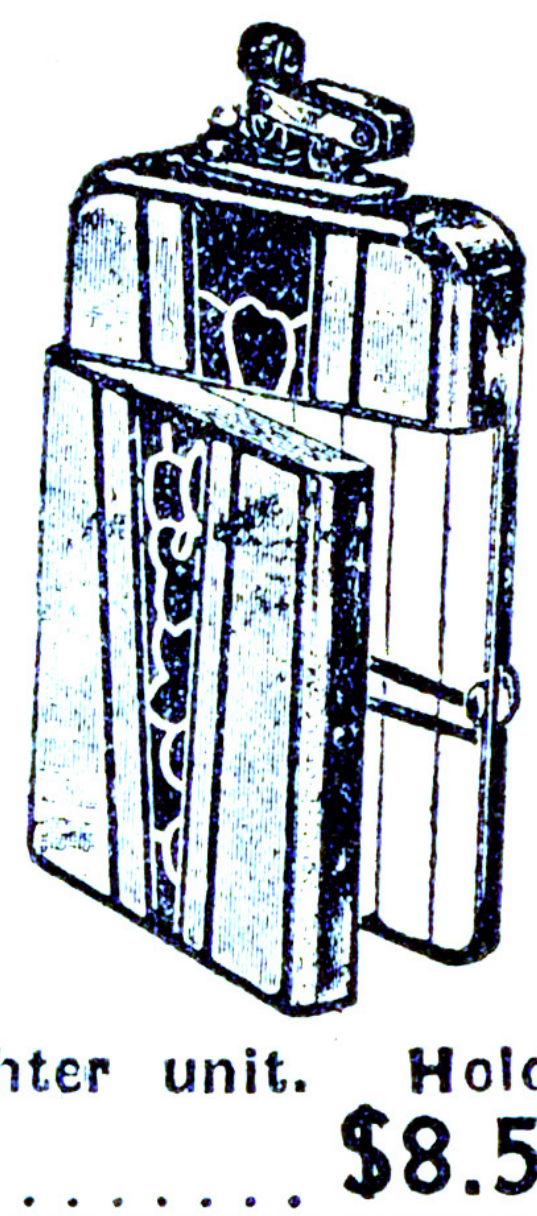
B151. American made chrome cases to fit the wrist with choice of strap or chrome link bracelet. Guaranteed. In Lots of 6, Each **$1.75**



TIE CLIP SETS

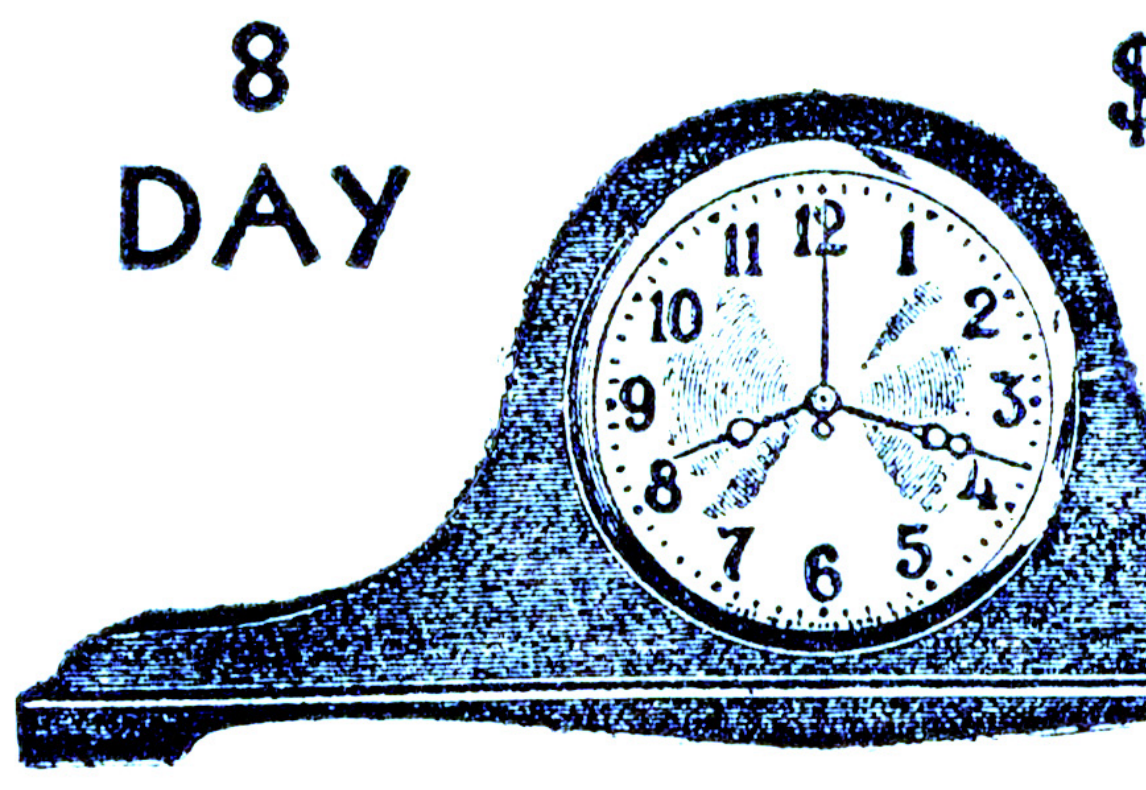
B156. Eight-day Mantel er and Tie Clip put up in telescope box with $1 tag. Per gross. **$5.45**

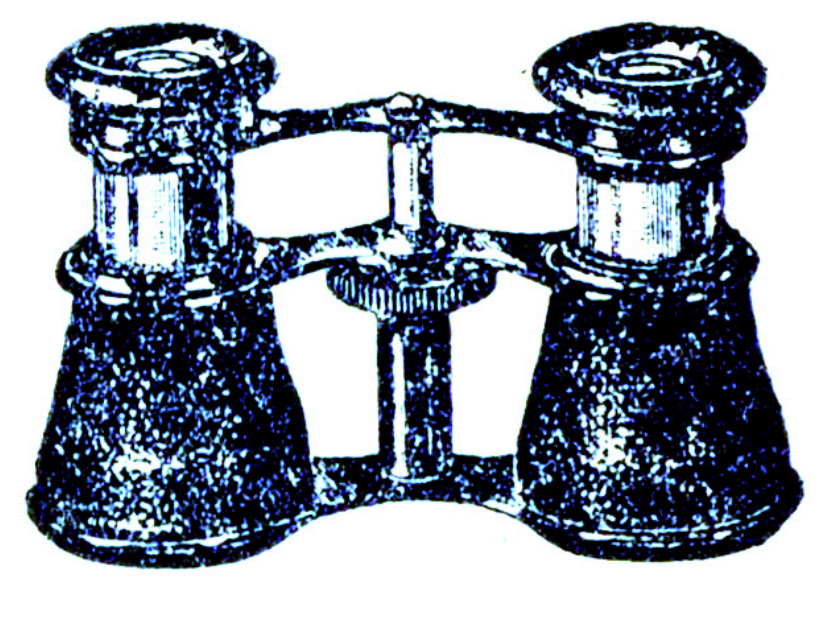
LIGHTER CASES 71c Each



B153.—Chrome engine turned case with automatic lighter unit. Holds 14 cigarettes. Per Dozen **$8.50**

8 DAY $2.35 each



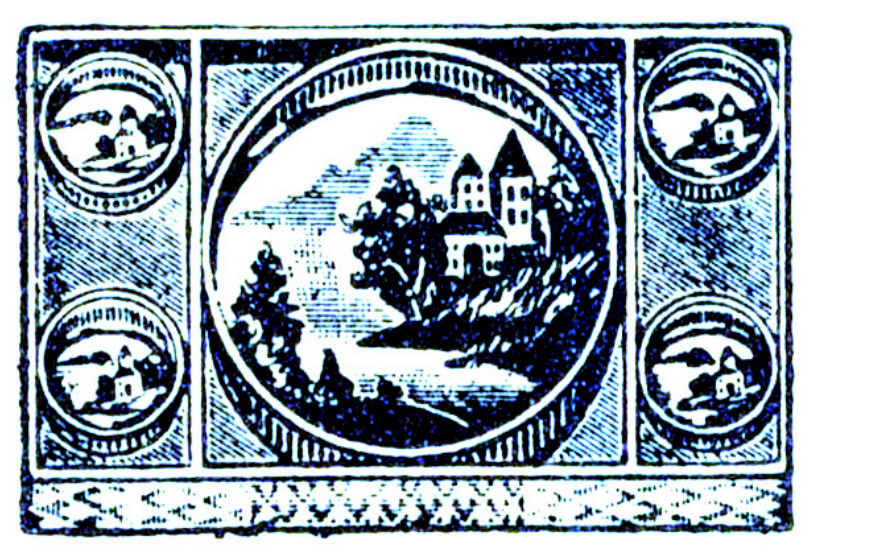


OPERA GLASSES

B154. Standing and Sitting 7" Dogs. Has voice and bright colors. Per gross. **$9.50**
B155. 7" Pile Plush Dogs. Assorted. Per dozen **$1.95**

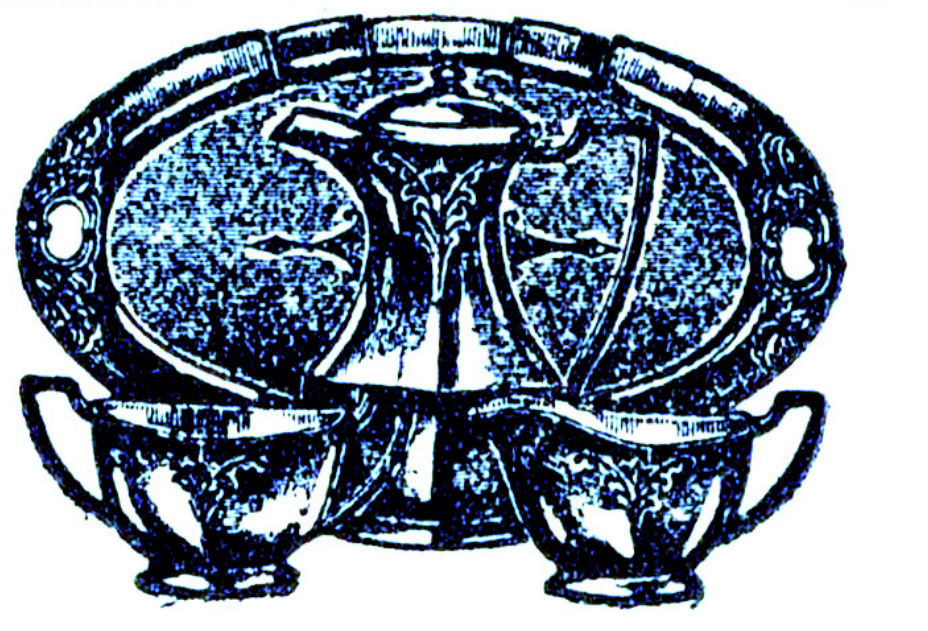
B156. Eight-day Mantel Clock. Black ebonized finish, moderne chrome stripes. 15" long. Silver Dial. Each **$2.45**
Six Clocks for. **$14.10**

B157. Leatherette covered finished in black enamel. Each in drawstring bag. Gross **$22.50**
Dozen **$2.00**



5 pc SET, $2.25 doz.

B158. Decorated Glass Center. Pierced nickel finish frames. Four coasters, one tray in display box. Dozen sets. **$2.25**



4 pc TEA SETS

B159. Sugar, Creamer, Teapot and Tray in lustrous antimony. Complete Set. **$1.05**
Per Dozen Sets . **$11.50**

98c

B160. 64x76" Indian and Jaquard Designs. Biggest value in U. S. Each. **$1.10**
Case Lots of 25, Each. **98c**
B161. 66x80" Heavy Weight as above. Each. **$1.35**

Prices Less 2% Cash Discount and F. O. B. Chicago. 25% Deposit Required on C. O. D. Orders. Samples are 10% Additional, Plus Postage. Ask for Catalog 363.
Our Big Spring and Summer Catalog will be ready about April 20. Be sure to ask for your copy. Please mention your business.

JOSEPH • HAGN • COMPANY

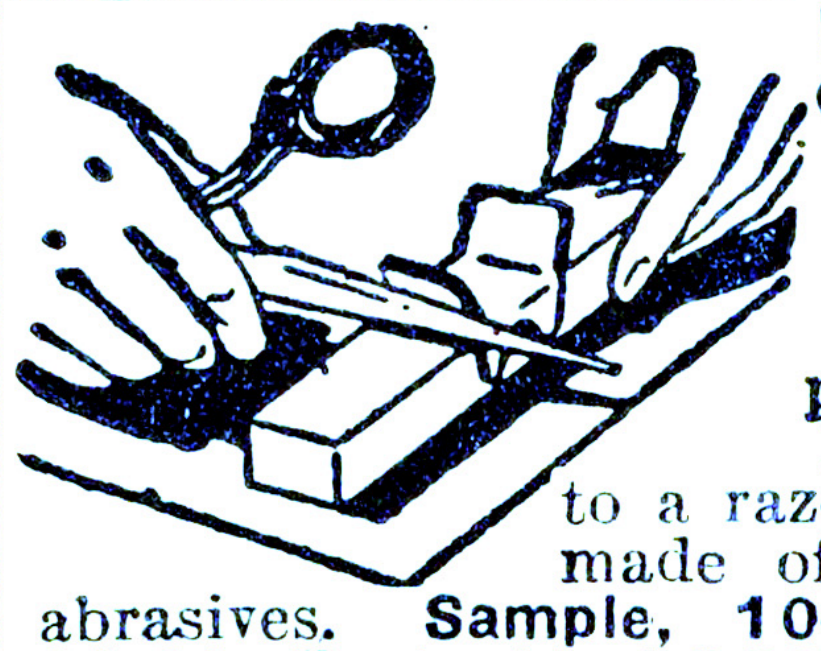
THE WORLD'S BARGAIN HOUSE SINCE 1911
217-225 W. Madison St., CHICAGO

Dolly Varden Chocolates

IN FLASH PACKAGES . . . . GENEROUSLY LARGE SIZES
5c, 6c, 10c, 12½c, 15c, 16c, 20c, 25c, 27c, 30c and 32c each

SEND $2.00 for COMPLETE ASSORTMENT—1 package each price, or order as many of any one or more kinds as your $2 will buy postpaid.

WM. C. JOHNSON CANDY CO., 67 E. McMicken Ave., CINCINNATI, OHIO



IT'S NEW—IT'S HOT
Goodrich Shear Hone
Take a pair of shears—a few strokes—zip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor edge. Large 3" stone made of sharp electric furnace abrasives. **Sample, 10c; Doz., 80c; 16 for $1.00, Postpaid. GOODRICH CO., Est. 1864, 1500 West Madison, Dept. SB-4, Chicago.**

MAGIC KNOT TIE

The Perfect Tied Necktie. Cannot wrinkle, slip or tear. NO ELASTIC OR HOOKS. Also Complete Line of Four-in-Hands.
LOWEST PRICES.
BEST QUALITY.
Sample Ties, 25c Each.
MAGIC KNOT TIE CO.,
3343 E. 55th Street,
Cleveland, O.

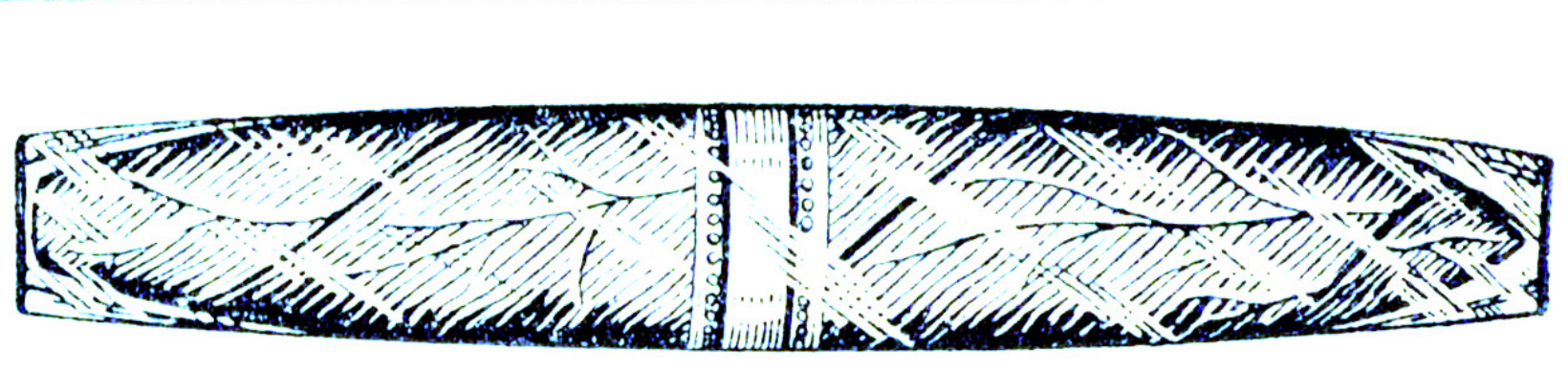
SPRING NECKTIES

Complete line of Men's Neckwear.
Beautiful Patterns.
$1.35 - - $1.75 DOZEN
Mail Orders Promptly Filled.
25% Deposit, Balance C. O. D. Plus 10c Postage.
R. HELBERG
427 Elm St., Cincinnati, O.

NEW EDITION
COWBOY SONGS
OF RANCH AND RANGE

NEW EDITION COWBOY SONGS

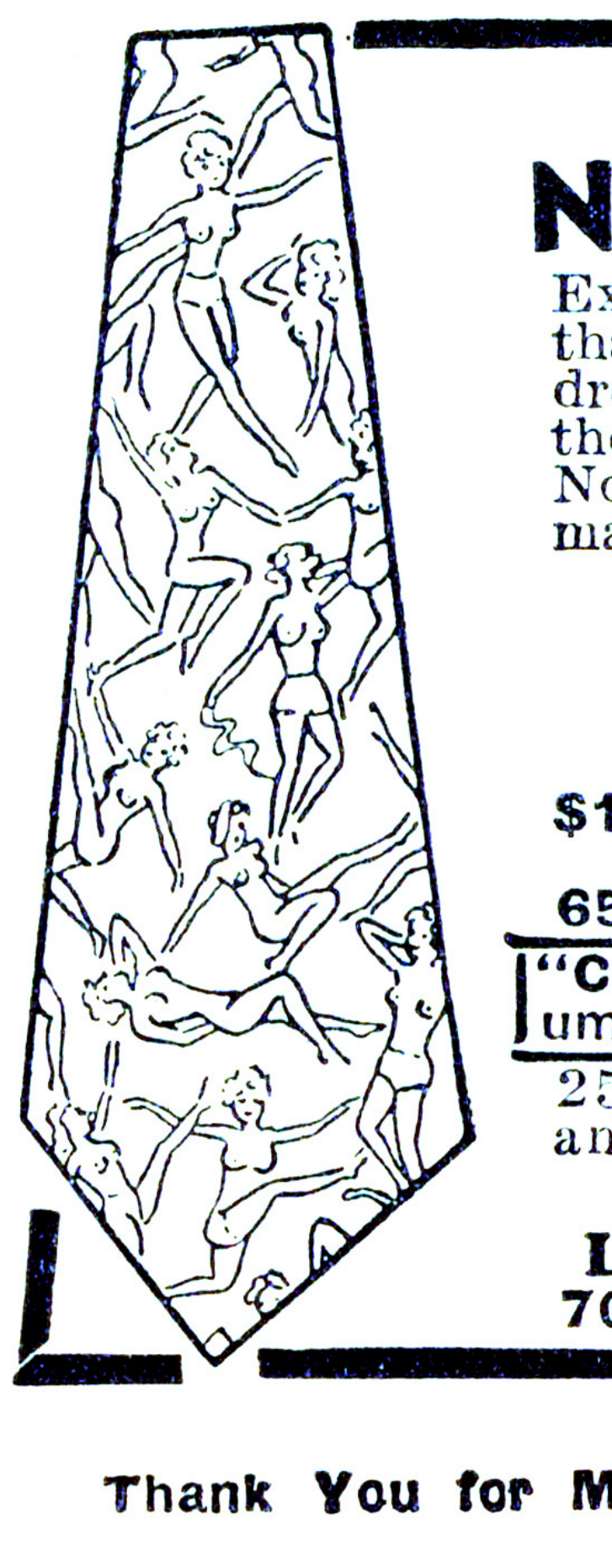
Smash Hits heard daily on Radio, Stage and Screen. Songs everybody wants, needs and will pay for. Flashy Cover. Fast 10c Seller. Costs You **$3.00 per 100 Books. Sample, 10c.** 1/3 Deposit, Balance C. O. D. **NUTRIX CO., 223 East 14th Street, New York City.**



CIGARS AT 3c each

WHOLESALE PRICES

Imported Filler Cigars, Individually Wrapped in Cellophane at the low price of **3c.** Packed in boxes of 50. **Two boxes, $2.75.** Big, steady profits with this wonderful value. Absolutely worth double.
25% Deposit With Order, Balance C. O. D.
METROPOLITAN SUPPLY HOUSE
139-149 West 19 Street, New York, N. Y.

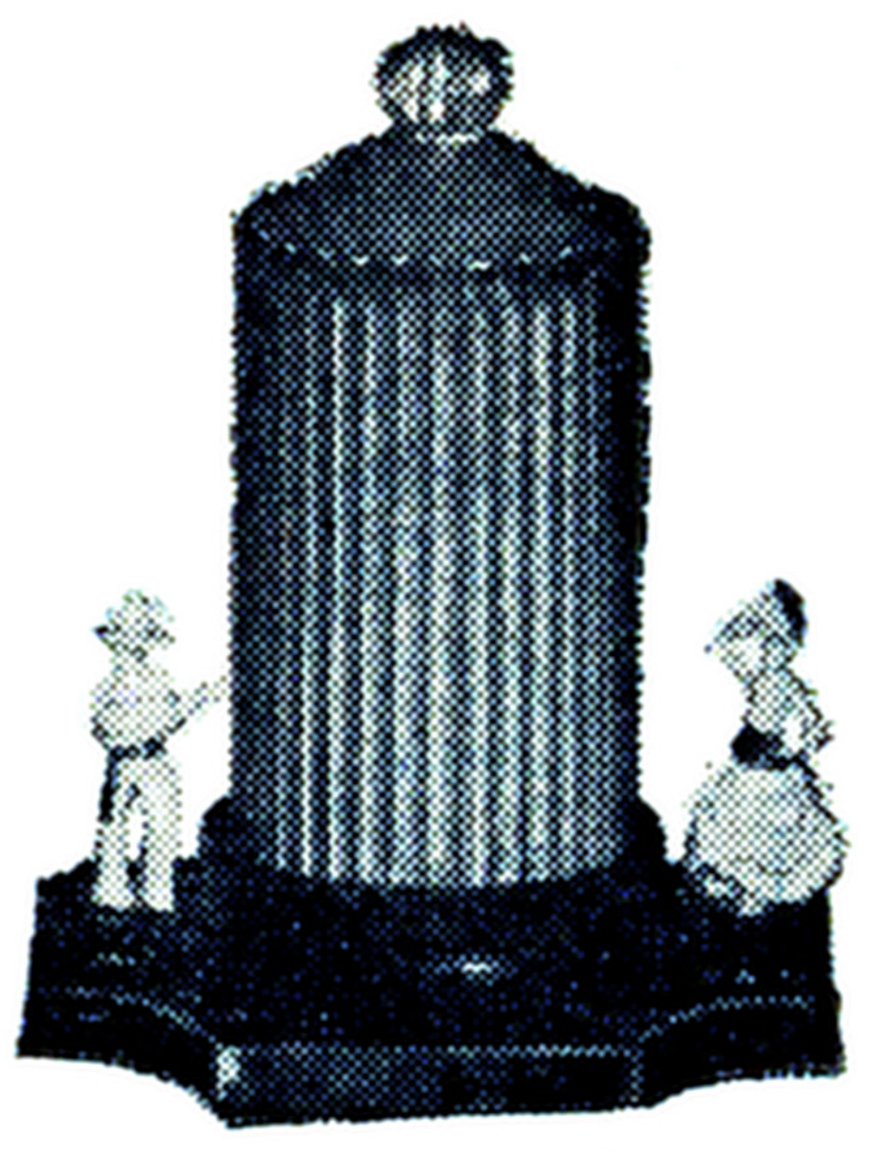


A Sensation!

NUDIST TIES

Exclusive "Legion" Novelty that sells on sight. Hundreds of nude figures all over the tie. Wonderful premium. Nothing like it on the market.
$1.25 a Dozen
$12.00 a Gross
All Colors.
SILK LINED TIES, $1.00 a Doz.; $9.00 a Gr.
WASHABLE TIES, 65c a Doz.; $6.00 a Gr.
"Crane" Cellophaned Premium Ties, $12.00 a gross.
25% deposit required, balance C. O. D.
Mail Order Dept. G.
LEGION TIE CO.
703 Broadway, N. Y. CITY

Thank You for Mentioning The Billboard.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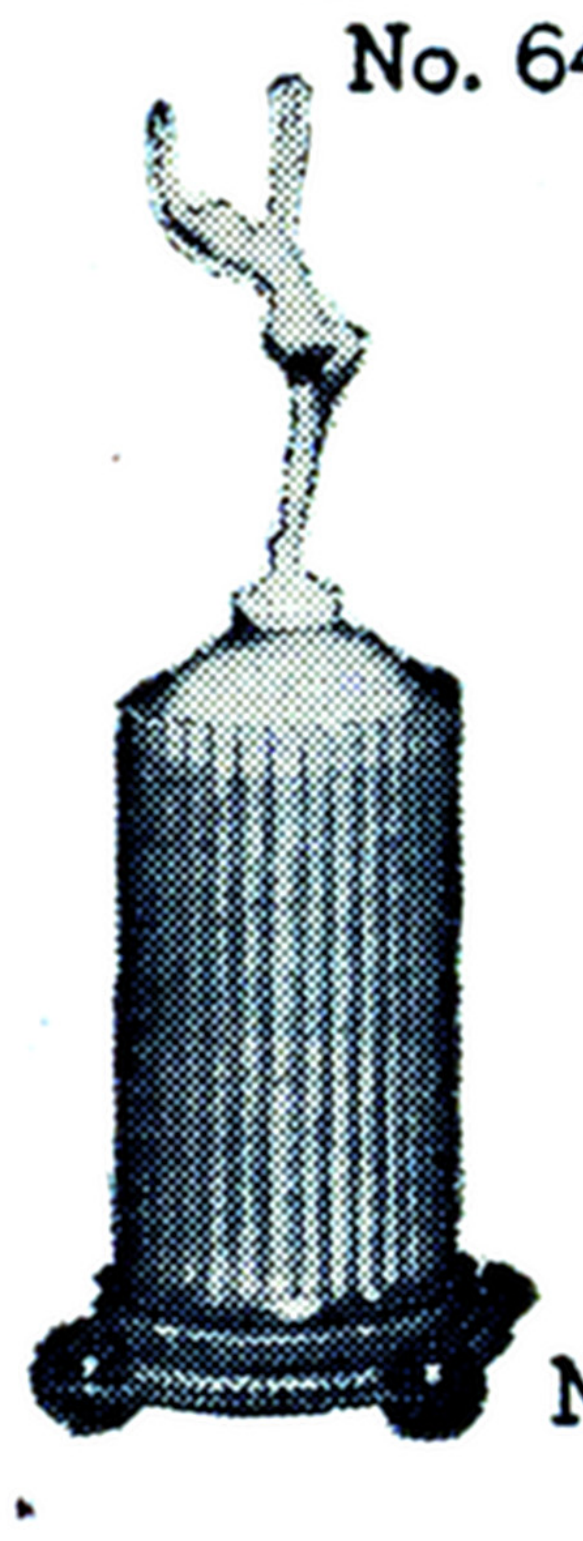
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GLASOLIER

PRESENTS The WORLD'S GREATEST LAMP VALUES

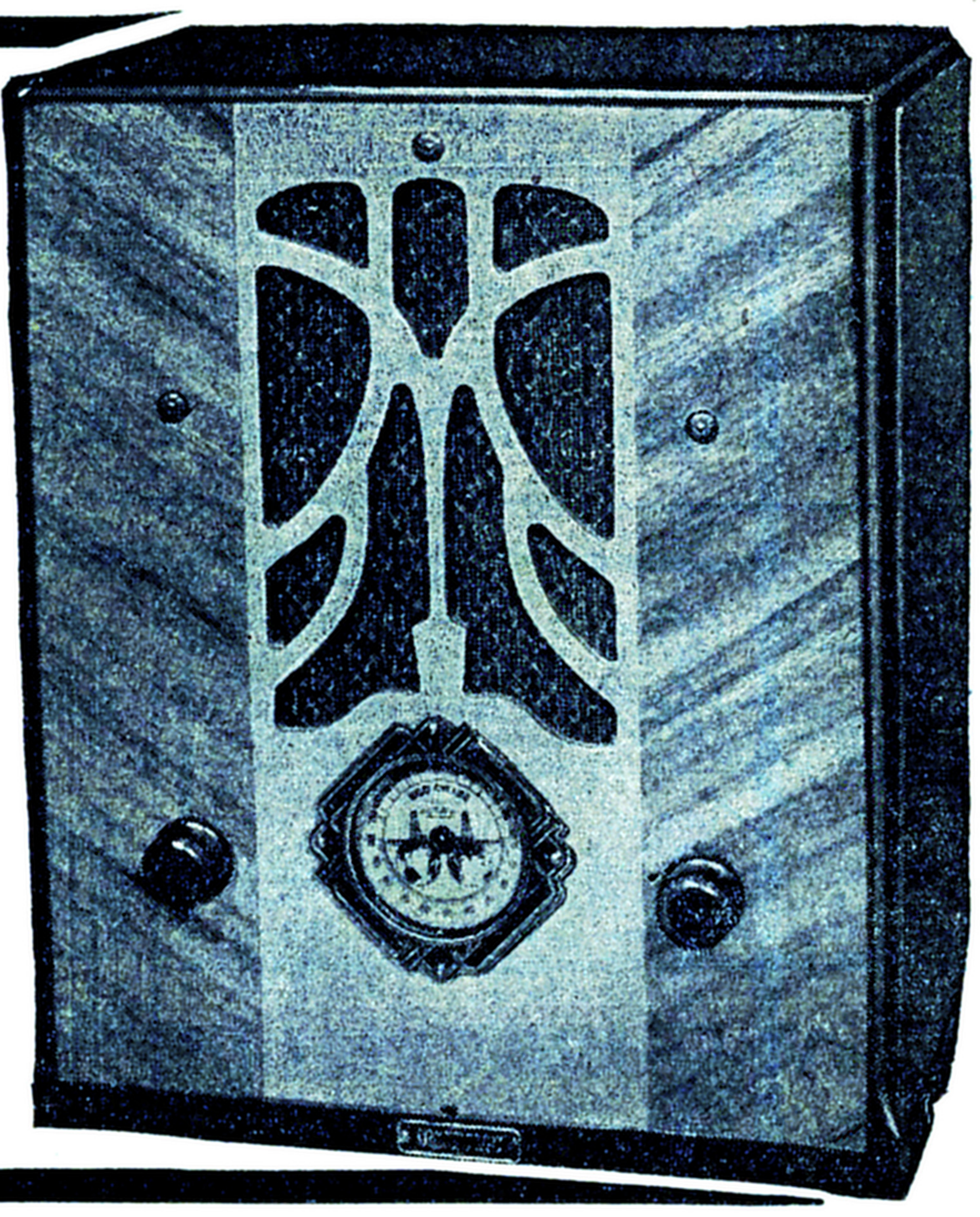
**MAGNETIC APPEAL
To MEN and WOMEN.
BEAUTIFUL—USEFUL**

Amazing low priced merchandise that will net a handsome margin. Snappy designs which are selling in great volume wherever they are displayed. Complete line consists of many other fast selling numbers; all handsomely illustrated in actual color in a folder which we will gladly mail to you with prices.

Each number packed one dozen to a shipping carton. *(No. 6200 individually packed. Price includes light bulb for illuminating sail of ship.) Shipped anywhere. Unrated firms should send remittance with order. Pull the crowds to booths and Bingo Games.

GLASOLIER CO., 810-12-14 Penn Ave., Pittsburgh, Pa.

RADIOS BEST BUY



5 TUBE Long and Short Wave Reception. AC-DC. Volume Control. Full 6½" Dynamic Speaker. Airplane Dial. Five RCA Licensed Tubes. Two-Tone Shaded Walnut Cabinet. Hand Rubbed Piano Finish. Cabinet and chassis manufactured by us—that's why this 5-TUBE SET is the GREATEST BUY IN RADIO. Rush 25% Deposit with Order, Balance C. O. D., F. O. B. New York.

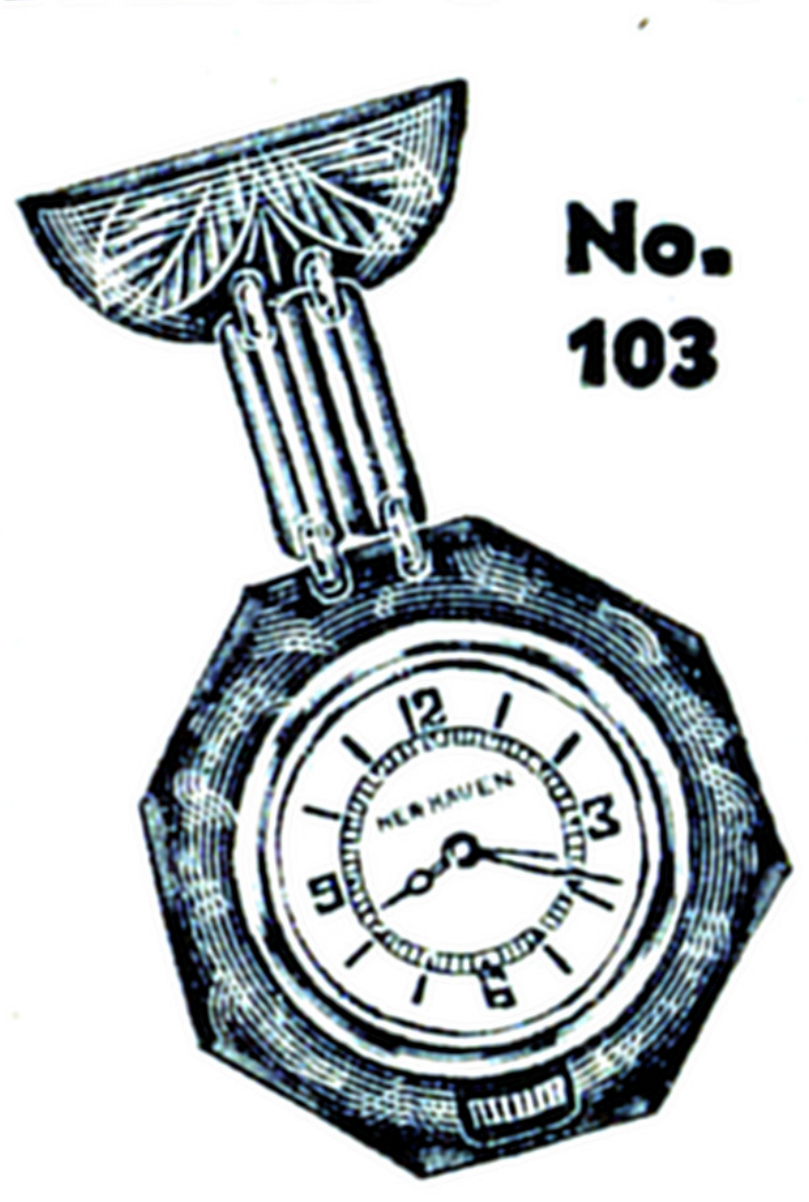
Catalogue on Request.

SAMPLE	LOTS OF 6
\$9.25 EACH	\$8.75 EACH

PLAYLAND SUPPLY CO.
118 East 28th St. NEW YORK

NEW! SWANKY! LAPEL WATCHES

Going like Wildfire !!!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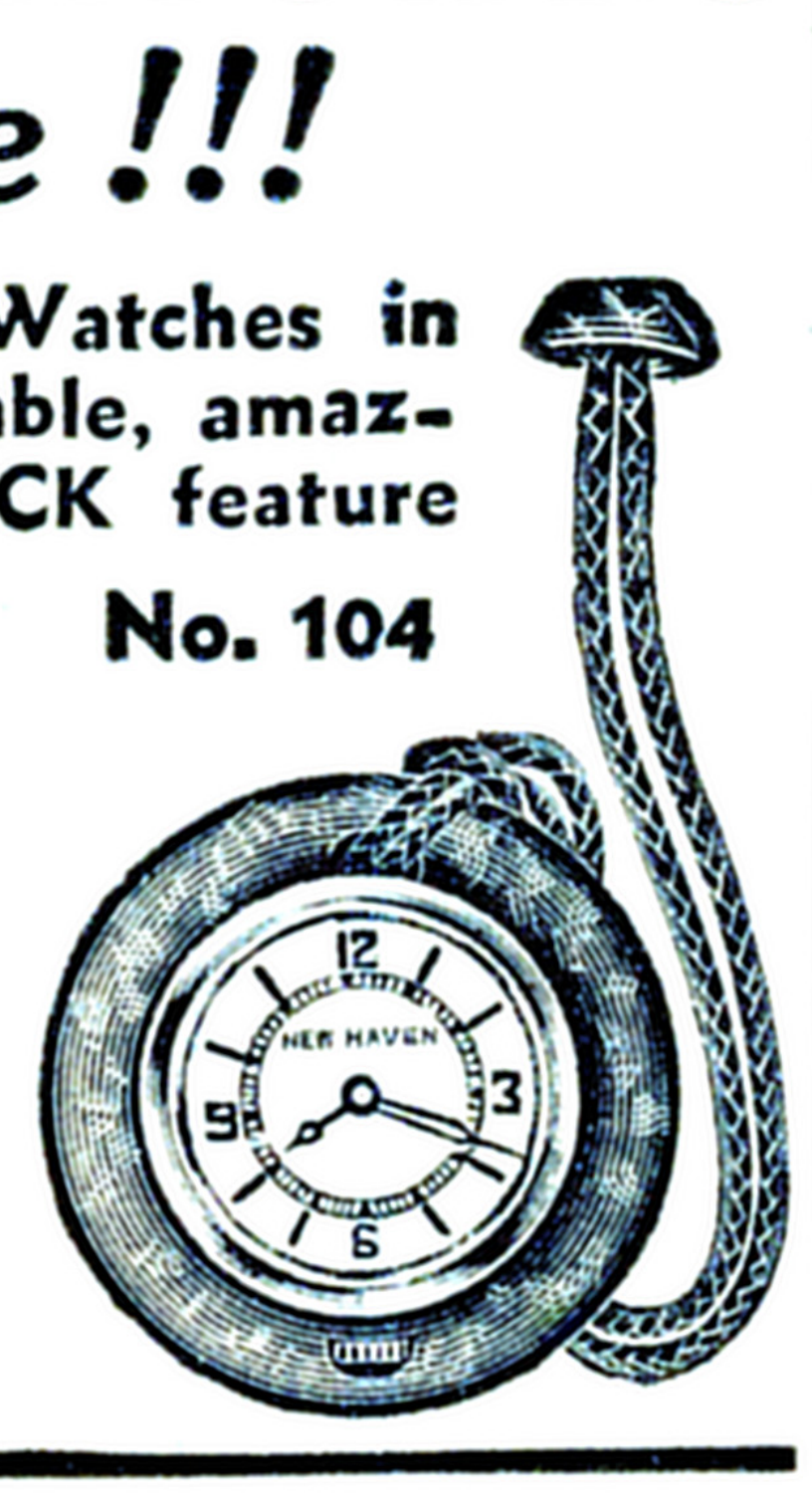
Cash in on the latest fad. Get these Watches in live, snappy colors. Wafer thin, unbreakable, amazingly light weight. Have the OPEN BACK feature found only on more expensive models. Small size guaranteed New Haven movement. Frames are of unbreakable catalin. Sample, \$3.25. Get in your order today!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Send for our Catalogue—we handle every kind of Jewelry Store Merchandise.

36⁰⁰ dozen

PAKULA and COMPANY
Exclusive Distributors
5 N. WABASH AVE., CHICAGO, ILL.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

NEW ITEMS REVIEW——

(Continued from page 109)

usual tray receptacle. This disc covers the piece of furniture on which the tray stands and protect it when a lighted cigaret falls off. The product is designed for premium merchandising and is also adapted for special promotional distribution. Large quantities have already been sold to two automotive manufacturers, and negotiations are pending with two nationally known companies in the cigaret and razor fields to distribute them, as premiums, with advertising upon the discs.

Mickey Adorns Kiddie Lunch Kit

A lunch kit for children, on the surface and face of which Mickey Mouse and his entire family of comic caperers are painted, is a new item introduced recently by the Geuder, Paeschke & Frey Company. The manufacturers say that Mickey will make the new lunch kit as great a sales success as he has made innumerable other products which he has sponsored.

Novelty Wine Set

An attractive new wine set, made by L. F. Duck & Company, has a bottle and six glasses in rustic design, with entire ensemble covered with imitation tree bark. A fine premium suitable to fairs, concessioners, salesboards, bazaars, etc. Company reports orders pouring in.

EPSTEIN'S

SPRING SPECIALS

MINIATURE FELT COWBOY HATS. Ride-'em Cowboy. Gross	\$7.50
FEATHER DRESS DOLLS. Beads and Ear-rings. Gross	8.00
MINIATURE STRAW HATS. With feathers. Gross	4.20
JUMPING FUR MONKEYS. Special large size. Gross	8.00
SILK PARASOLS, 24-Inch Spread. Gross	14.40
STREETMEN SPECIAL BALLOONS. No. 9. Inflates 10 Inches. Gross	2.50

LUCKY CHARMS. Large stock on hand. Send 25c for sample asst.

25% deposit required on all orders. Balance C.O.D. Write for free price list. New low prices on large variety of fast-selling Circus, Carnival and Streetmen Items.

FOR VALUE AND SERVICE.

EPSTEIN NOVELTY CO.
130 Park Row, NEW YORK CITY.

Amazing NEW FLAMELESS CIGARETTE LIGHTER *for* AUTO *and* POCKET

Just touch cigarette to tip of MYSTERY FLAMELESS LIGHTER — Puff and smoke! Cigarette is lit as if by magic! NO FLAME, absolutely WINDPROOF and FOOL-PROOF. Nothing to go wrong, no wheels, flints or moving parts. By means of a suction cup holder, GLOLITE LIGHTER may be attached instantly to DASHBOARD or WINDSHIELD of car, to bridge tables, mirrors, desks, chair arms or any smooth surface—wood, glass or metal. When detached from suction cup LIGHTER fits in pocket—always ready, automatic, dependable. FLAMELESS LIGHTERS prevent tobacco stains on teeth or fingers. No chance to burn or scorch clothing. No danger of fire from carelessness. Easiest, simplest, safest way to light cigarette. Send \$1.25 at once for FLAMELESS GLOLITE LIGHTER shipped postpaid, complete with detachable suction cup and bottle of fluid in beautiful gift package—or shipped C. O. D., plus 6c collection charges. GUARANTEED 1 YEAR.

AGENTS WANTED

PROGRESS DISTRIBUTORS, INC.,
1 East 43rd Street, Dept. M-3, New York.

Read this DEMONSTRATORS ——and PITCHMEN——

Clean up with **Radio Pete**, the only trained frog in the world. The fastest-selling novelty on the market. **Samples 15 Cents.**

Manufactured by
LE-PO NOVELTY CO.
214 Hippodrome Bldg.,
Cleveland, Ohio.

NEW BOOK OF

CIRCUS SONG HITS

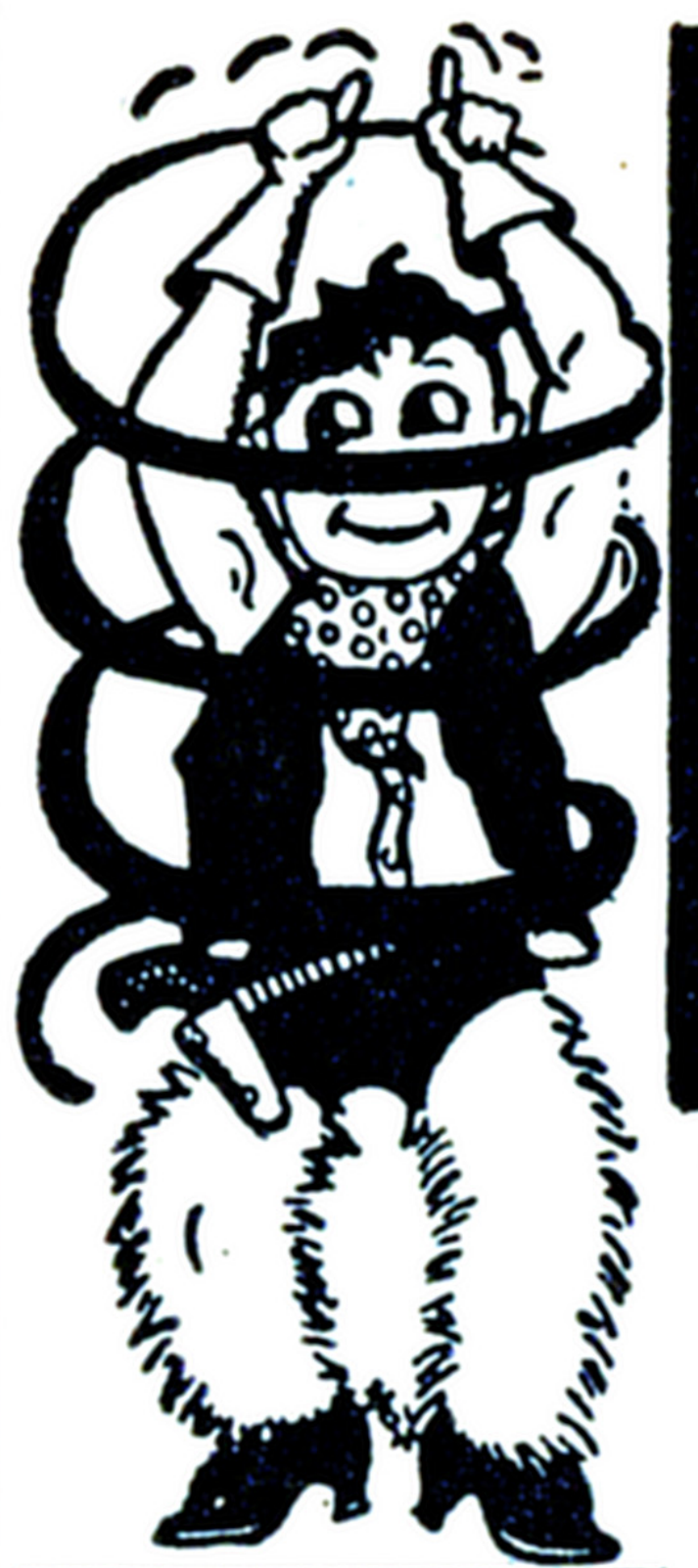
Circus, Fair and Carnival Workers are Cleaning Up on Midways and Circus Lots with our New Circus Songster.

Flashy Clown Cover, 9x12 In. Big Profits. \$2.50 per 100—Fast 10c Seller. Sample, 5c. Deposit with order.

NUTRIX NOVELTY CO.
223 East 14th St., New York City

A WINNER! NOVELTY WINE SET. Consists of Bottle and Six Glasses, covered with Imitation Tree Bark. Rustically realistic. For Fairs, Concessions, Corn Games and Salesboard Operators. Sample \$1.50; Doz., \$15.00

DUCK MFG. CO., Freeport, Ill.



CRAZY NEW NOVELTY

PAYS "Fortune" To Salesmen!

PITCHMEN-DEMONSTRATORS
DISTRIBUTORS-MERCHANTS

Amazing "LASSO"

Makes Cowboy Tricks Easy

SPECIAL
Low Prices to Quantity Users
CARNIVALS
CONCESSIONAIRES
THEATERS, RADIO
SPONSORS, WRITE!

You won't believe your eyes! Yet with a simple twist of the wrist you can perform like an expert all the thrilling tricks cowboys do with their rope lassos! (Not a rope, yet gives SAME effect.) Wedding Rings, Corkscrews, Skipping through Loops — the whole bag of tricks, easy with RO-LO, an amazingly clever, astonishingly simple, patented invention. This latest craze spreads like wildfire . . . the more you do it, the more you like it. Youngsters wild about it—grownups, too! Demonstration draws a crowd! Everybody buys! Profits come fast!

WILD 10c SELLER!

Yes—10c! One dime. High as 200% profit for you! Sells with machine gun speed—5, 10, 25 sales at a demonstration. With RO-LO you figure profits by the minute. Merchants grab RO-LO for fast, sure profits—for resale and as sales builder. New display, adv'g. sales plan. SEND 10c for sample for quick action! Or rush \$1 for 20 RO-LOs, prepaid. Brings \$2 quick! (Satis. guar.) PROT. TER. if you're FIRST to qualify! ACT NOW!

RO-LO SALES, Dept. 426, Oak Park, Ill.

B & N'S APRIL VALUES

RUBBER SQUEAK RABBIT. Gross	\$3.50
CHROMIUM SAIL BOATS. Dozen	1.50
AUTOMATIC WIND LIGHTERS. Dozen	1.35
PUR-O-WITE SHOE POLISH. Dozen	40c
NEW BOB WHITE SHOE PASTE—In Tubes. Each in Individual Carton with Sponge. Dozen	72c

Please Include 25% deposit on all C. O. D. orders.

Order From This Ad or Write for Our Big Free Catalog.

B & N SALES — Same Day Service

DALLAS, TEX.—1914 Main St.
CLEVELAND, O.—1444 West 3d St.
CINCINNATI, O.—1005 Vine St.
CHICAGO, ILL.—115 South Wells St.
DETROIT, MICH.—527 Woodward Ave.
MILWAUKEE, WIS.—1006 No. 3d St.
ST. LOUIS, MO.—112 North Broadway.
PITTSBURGH, PA.—967 Liberty Ave.

Order From Your Nearest Branch

SPRING FLYER

Now Off Press with Red Hot Values of Fastest-Selling Spring Items.

FREE COPY ON REQUEST

NOTICE—On May 1, our Chicago Office will move to larger quarters at 30 S. Wells Street.

We will occupy a spacious building of five floors and basement and will be equipped to serve our Central West customers better than ever.

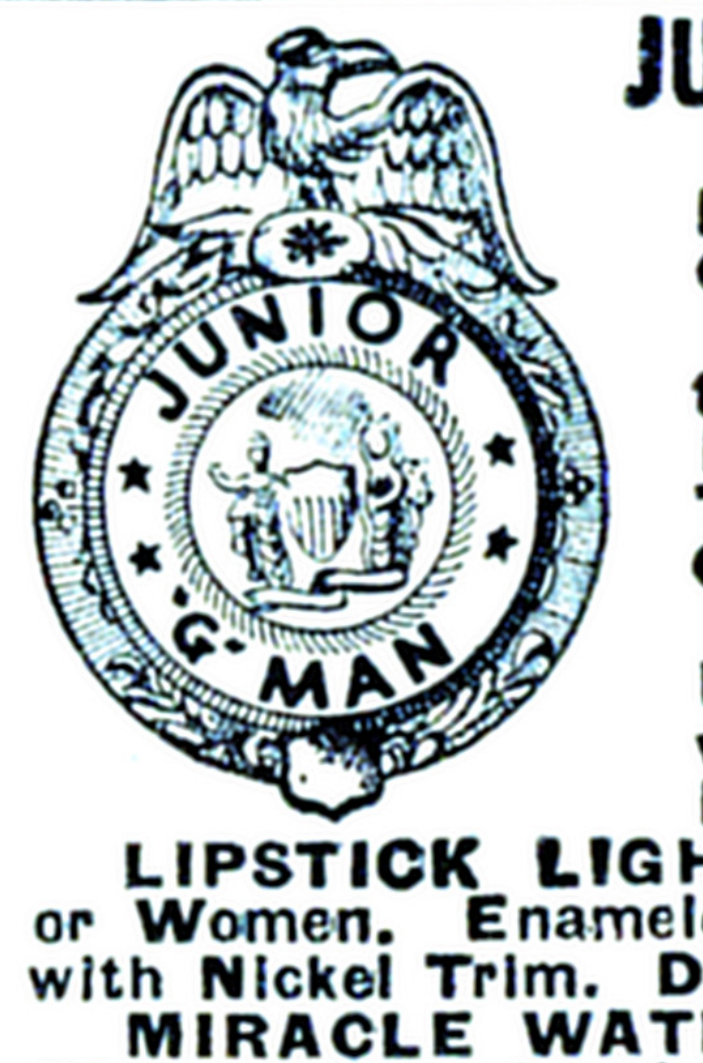
We are deeply grateful to our customers for all past business and look forward to serving you with increased efficiency in our new building.

GET FREE COPY OF SPRING FLYER

Available Through Any of Our 4 Branches.

UNIVERSAL MERCHANDISE COMPANY

37 Union Square, New York, N. Y.
512 Canal, New Orleans, La.
676 Mission St., San Francisco, Calif.
123 South Wells St., Chicago, Ill.



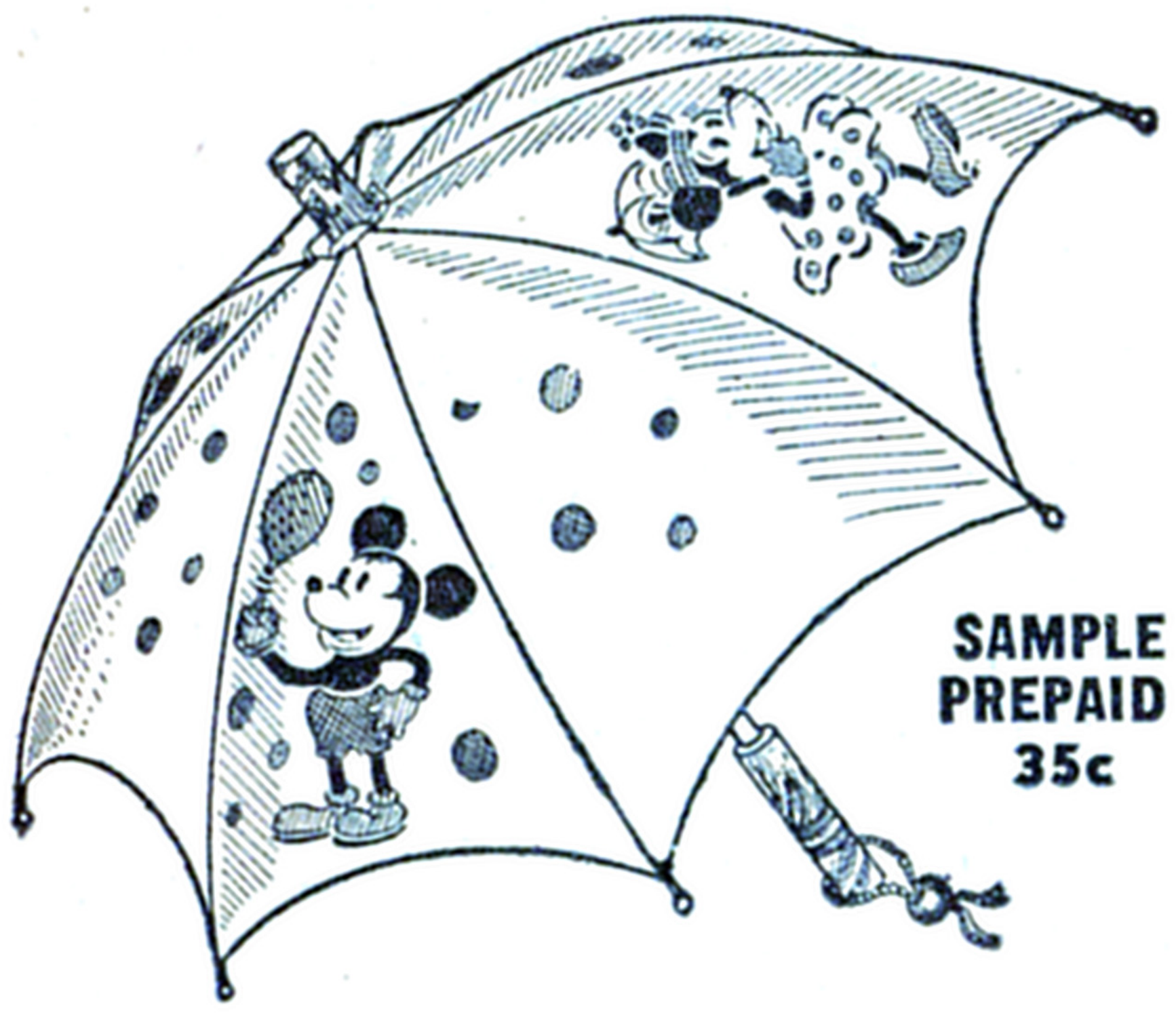
JUNIOR G-MAN BADGES

Best Seller on Streets of New York. Made of Gilt Metal. Doz.	60c
LUCKY CHARMS. Imitation Ivory Elephants, Dogs, Scotties, Etc., with Tassel Attached. Gross	\$1.00
MECHANICAL LEAD PENCILS. Silvered Metal with Clip. Dozen	35c
LIPSTICK LIGHTERS. Suitable for Men or Women. Enameled in Asst. Colors, with Nickel Trim. Dozen	75c
MIRACLE WATER FLOWERS. Blooms when placed in water. Dozen	35c
CIGARETTE CASES. Black Enameled Metal. Asst. Designs, Inlaid with Pearl. Dozen	60c

25% Deposit With C. O. D. Orders.

OCEAN NOVELTY CO.
Box 42, Kensington Station, Brooklyn, N. Y.

SPRING SPECIAL WINNERS



SAMPLE PREPAID 35c

HEAVY SILK PARASOLS, with Mickey Mouse Pictures. Dozen $2.00. Gross..	22.50
HI-HAT COLORED FUR MONKEYS. Gr..$	4.00
HEAVY BAMBOO PARADE CANES. Gr..	8.00
BEST QUALITY LASH WHIPS. Gr.....	6.00
LARGE R W B BOW PINS. Gr.	.40
MAE FEATHER DOLL, With Necklace...	9.00
Regulation Trimmed COWBOY HATS....	18.00
"RIDE 'EM COWBOY" FELT HATS. Gr.	7.50
No. 70 GAS CIRCUS BALLOONS. Gr....	2.50
OAK MICKEY MOUSE HEADS. Gr.....	3.25
24" SILK PARASOLS. Gr.	16.50
LARGE JAP INFLATED ANIMALS. Doz..	2.00

One-Half Deposit on All Orders.

HARRY KELNER & SON, Inc.
50 BOWERY NEW YORK CITY

WE DEFY

Any Competition in the Country to Undersell us, VALUE for VALUE!

Send us your order for any merchandise advertised by any firm. As long as we stock the merchandise we will at least meet the price.

IMPORTANT—We are centrally located in the U. S., and can therefore ship your orders more quickly, at lower cost of transportation.

We are independent and have no other branches. Send all orders to Chicago.

FREE FLYER ON REQUEST

MILLS SALES CO.
27 S. WELLS ST. CHICAGO, ILL.

PRICES SMASHED ON CHEWING GUM

Highest Quality—Finest Flavors. Each Stick wrapped in foil with handsome multi-colored wrapper. 5 Sticks to Pack, 20 Packs to Box, attractively displayed. SPECIAL—3 Boxes, $1.00, Postpaid. Send $1.00 or write.

60 PACKS—($3.00 worth)—$1.00

CHARLES DAVID GUM CO.
Dept. B-2, Cincinnati, O.

ELGIN & WALTHAM

WRIST AND POCKET WATCHES.. $2.75
New cases, thoroughly reconditioned movement.

BUTTON HOLE WATCHES
6-Jewel, 10½-Ligne, reconditioned movements.. **$3.25**
15-Jewel....$3.85

47,500 PCS. NOVELTIES & JEWELRY
Values $1 to $7.50 Doz. Choice, $4.50 Gr.
Sample Assortment, 25 Pieces, $1.00.

TUCKER-LOWENTHAL CO.
Wholesale Jewelers,
Five South Wabash Avenue, Chicago, Ill.

ARMADILLO BASKETS, LAMPS, Etc.

Get Our Prices

Remember, we are the originators and have been established in this line for thirty-six years. "APELT," this name is our trade mark of satisfaction. **APELT ARMADILLO FARM, Comfort, Tex.** "The world's only armadillo farm."

ALL ABOARD THE BAND WAGON SPECIAL

Thousands of Maps are shipped each day to Pitchmen and Sheet Writers all over the country. COLOR—FLASH—APPEAL. Get the business in volume. A World Wall Atlas—

Presidential Campaign Feature.

THE GEOGRAPHICAL PUBLISHING CO.,
621 S. Plymouth Court, Chicago, Ill.

Welder Operates Off Your Car Battery

George R. Allan has formed the Allan Manufacturing Company to manufacture a new type of welding tool, said to be especially adaptable to light work, such as automotive fender welding. The new Allan tool works on a 6-volt current and can be operated direct from an automobile battery. For work direct from a 120-volt lighting circuit a step-down transformer has been constructed by Allan and will also be placed on the market. It has a wire from the head of the tool, which is about the size of an ordinary screwdriver, and this is connected with the positive lead from the transformer or battery. An electrical circuit is established thru the metal to be welded, which is clipped or otherwise attached to a ground wire, when it does not furnish a natural ground, as on an automobile. With the use of this connection circuit is established which sets up heat in excess of 2,200 degrees Fahrenheit, according to Allan. It welds instantly, being effective on practically every common metal, including the job of welding copper wire onto tin, etc. For use in soldering the same tool can be applied by hooking up the battery or transformer to produce 4 volts instead of 6, while aluminum welding, because of the quickness of the action, requires two-volt circuit. Electrical resistance is measured as 200 amperes. The tool is already on the market, and over 3,000 have seen sold in the past two months, Allan said. The tool retails at $1.50. This new product has great possibilities of distribution thru pitchmen as premiums, etc., for every car owner, since it is portable and adapted to use by any "handy man."

New Massage Treatment

The Dermasage, a new electrical beauty massage machine, is said to be producing results in correcting facial blemishes, smoothing wrinkles and stimulating the skin, scalp, etc. Very simple and easy to operate and priced low enough to be attractive for premium use in connection with machines located where a large percentage of the play is from women. Item is cased in bakelite, chrome trimmed, light in weight, with no oiling or adjusting required. Operates on alternating current with special voltages to order.

FAUCET-QUEEN

Spray or Stream

Makes dishwashing easier. Ideal for cleaning vegetables, stirring up suds, watering plants, etc. Combined with Filter and Anti-Splash. Sells like wildfire. Special price, $1.60 per dozen. Sample postpaid, 25c.

MOTH-TABS

Kills Moths, Eggs and Larvae. Destroys bad odors. Large size 25c seller only 45c doz. Order now and be ready for big spring business.

HOSE-MENDER

Magic Mending Needle with Rubber Guide. Every woman wants one. Marvelous value at 40c a doz., as long as they last. You can clean up with this fast seller. Act quickly.

Also well-known make of Men's Hose, exceptional buy at 90c Doz. And Fine Handkerchiefs, Fancy Plaids, 14x14, 25c a Doz.

Free Catalog of More than 1,000 Other Fast-Selling, Profitable Specialties.

STAR NOVELTY CO.
107 S. Wells Dept. BB, Chicago

DEMONSTRATORS• AGENTS•PITCHMEN•

SHIRT-O-GRIP

Is the New Necessity Item which everyone is buying. Two rubber strips, to be placed inside trouser band. Eliminates untidy, bulging shirt by keeping shirt neatly down. Holds trousers up. Gives athletes greater comfort and freedom of movement, while keeping shirt and pants neatly in place. Quickest spring and summer seller on market. Big profits. Order today!

$2.00 Per doz. sets (2 to Set)

Sample Set, 25c.

HOLD-FAST CO. 130 W. 42nd St., New York, N. Y.

MIDWEST MERCHANDISE COMPANY'S SPECIALS

B100—BEACON MAGNET & MINGO BLANKETS. Case Lots, Each...$	1.50
B101—BEACON SHAWLS. Case Lots. Each................	1.90
B102—17-Piece TEA SETS, Large Pot. Case Lots, Per Set............	1.00
B103—RADIOS, beautiful cabinets. Ea.	6.50
B104—DUMMY CABINETS for Above Radios. Each	1.00
B105—TABLE LAMPS, Big Assortment, as Low as, Each.........	.50
B106—8-Quart STEAM COOKERS. Dozen	11.50
B107—LUNCHEON SETS, 5-Piece, Linen finish, display box. Doz. Sets.	4.20
B108—Heavy PARADE CANES, best quality. Gross	16.50
B109—PARADE CANES, medium wt., Silver inlaid handles. Gross.....	10.00
B110—PARASOLS, Floral Cloth. Gr..$	8.50
B111—PARASOLS, Rayon Silk. Gr..	16.50
B112—BALLOONS, Circus and Carnival Prints. Gross............	2.50
B120—STICKS. Gross............	.25
B113—TOSS UP BALLOONS, large feet, assorted. Per Gross	4.50
B114—CANDY, large, flashy giveaway. Per thousand packages	10.00
B115—POCKET KNIVES, 1 and 2 blades. Assortment 100 for	5.00
B116—TOOTH PICK KNIVES, 3 blade, Jap. Gross.............	.75
B117—DICE ASH TRAYS, 4 in box. Per Gross Boxes	4.50
B118—WHIPS, lash, imported. Gr...	4.50
B119—BOUNDER BASE BALLS. Dz.	1.15
B121—BASE BALLS, Special. Dozen.	.80

We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandsie ever presented.

Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.

Our Representative, MR. E. (SLIM) JOHNSON, will be in Dallas for several weeks. Address care The Billboard.

MIDWEST MERCHANDISE CO.
•1026-28 BROADWAY, KANSAS CITY, MISSOURI.•

FAST SELLERS LOW PRICES MANICURE SETS ALL STYLES SHAPES and SIZES

LARGE and COMPLETE LINE

Designs and styles include the popular Rollups; Leather and Imitation Leather Zippers; Leather Button Sets; Vanity Manicure Sets and many others. New feature is the Manicure Set in a smartly designed, modern wood box, which can be re-used as a cigarette box. Amazingly low priced from 10c to $10.

JOBBERS

Write us today for special price discounts on quantity orders. Cuts available for catalog purposes.

NAIL POLISH

Our Pointex brand of Nail Polish is featured in bottles of every description. Private label orders solicited. Label and other details prepared. Unbelievably low prices.

CONCESSIONAIRES—OPERATORS—AGENTS—SALESMEN—MAIL ORDER DEALERS—PREMIUM USERS—All have made more money by using Millerand Merchandise. Write for illustrated circular.

FOR QUANTITY USERS

Special packages designed to your own requirements.

THE MILLERAND COMPANY, Inc. 150 West 22nd St. NEW YORK, N. Y.

FLAPPER DOLLS

30 inches high

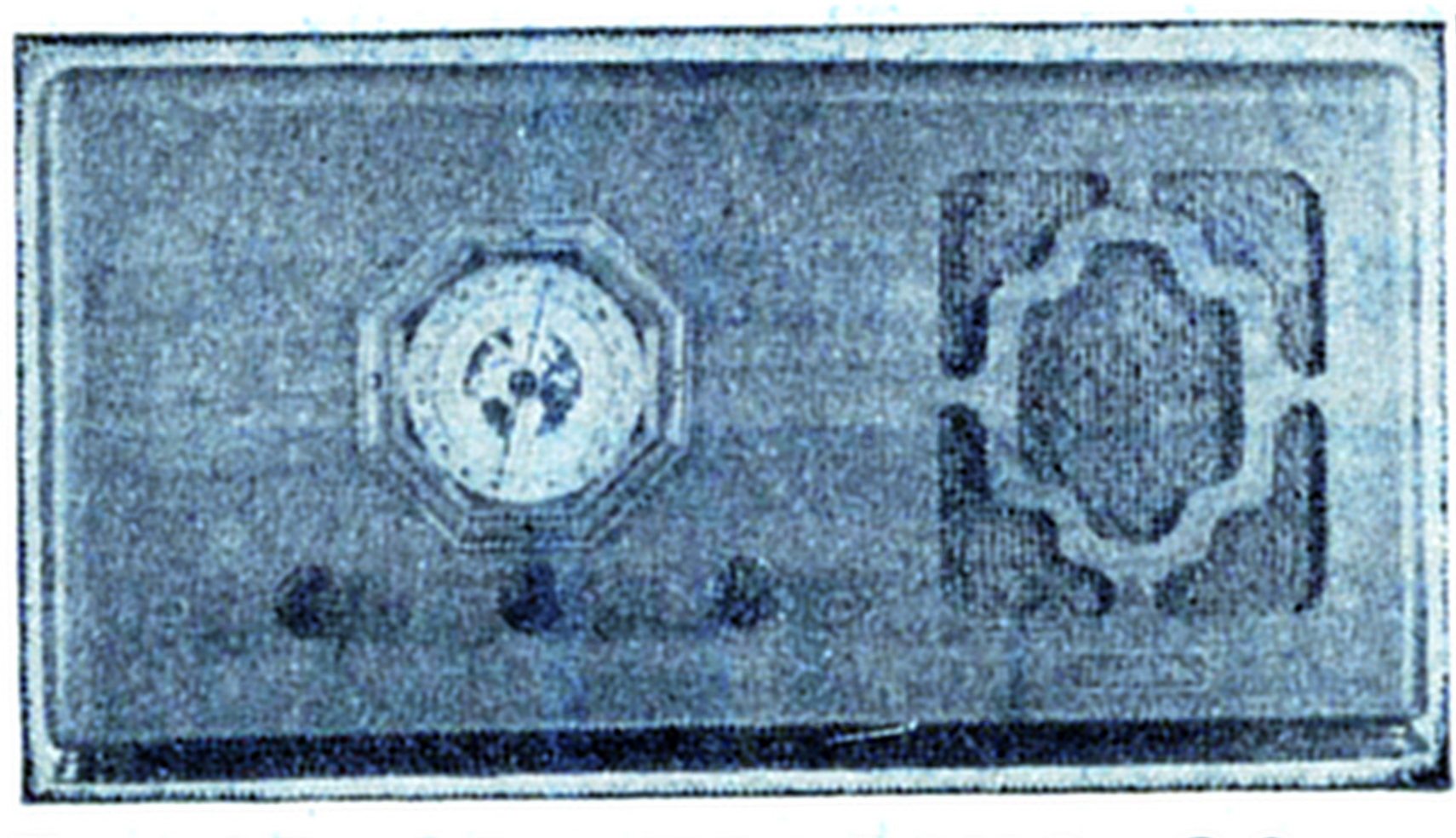
FOR LIVE JOBBERS • PREMIUM USERS • CONCESSIONAIRES

Dressed in Beautiful Silk Rayons and Satins. Very Flashy — 30" High.....

PRICED FROM $12.00 to $36.00 DOZ.

Send $5.00 for three samples, assorted styles

GERLING-MALINA COMPANY
50 WEST 29th ST. NEW YORK CITY



JERSEY TRADING CO.

THE LONGFELLOW MAJESTIC *International*

Exclusive Model. 6 Tubes. Dynamic Speaker. Long and Short Wave. AC.-DC. Volume Control. Airplane Dial. Sand Walnut Finish. Size: 17" Wide, 8½" High, 6½" Deep. Greatest BUY in Radio History*

WRITE FOR FREE CATALOG
11-15 East Runyon Street,
NEWARK, N. J.
Tel: Bigelow 3-2335.

Sample **$10.75**

Lots of 6 **$10.25**

1/3 Cash with Order, Balance C.O.D., F.O.B. Newark, N. J.

THE EMES SUN GLASSES

In Three Popular Shades—Amber, Smoke and Fieuzal.

50c VALUE
Specially Priced at **$1.20 PER DOZEN**

With Adjustable Metal Rims, and New Type Construction. A SUPER-MORRIS STRUHL—BUY! Rush Full Cash with Order to Dept. B.

FREE NEW CATALOG

On the Presses NOW! Be FIRST in your territory with this new, greatest MORRIS STRUHL Catalog. Write Dept. B. TODAY!

MORRIS STRUHL 114 PARK ROW NEW YORK, N. Y.

HERE'S LATEST IN WOOD CARVINGS

SCOTTIE DOG
DONKEY
ELEPHANT
SQUIRREL
TURTLE
BLOW FISH
SAIL FISH
PENGUIN
DUCK
FROG

Average Size 2¼ Inch.

Made Up With Brooch Pin Backs $9.00 Gross Ass't.
10 Samples $1.00

Without Brooch Pins Ass't $7.20 Gross.
10 Samples 85c.

Above Are Entirely New Items and Can Be Sold as High as $1.00 Each.

SPANGLER, INC.
1583-4 Merchandise Mart CHICAGO, ILL.

Calling all

CONCESSIONAIRES
CORN GAME OPERATORS
COUPON-GRIND STORES
PITCH-NOVELTY MEN

New Catalog Ready APRIL 25th

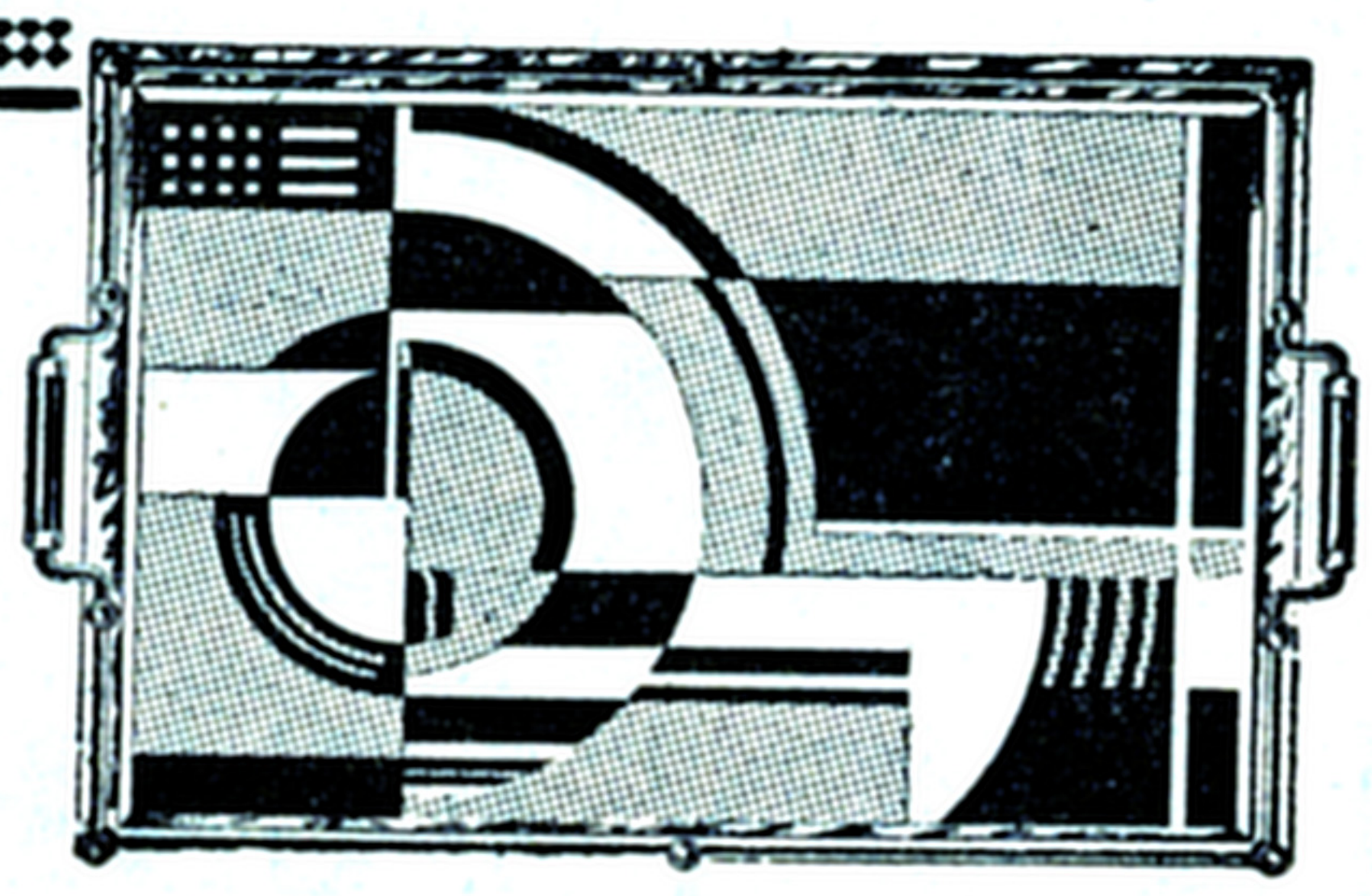
Are you a live wire operator? Then you should not be without our NEW 1936 BUYERS GUIDE—It's a book of values—contains thousands of new items for all users **AT AMAZINGLY LOW PRICES** —BEACON BLANKETS, LAMPS, CLOCKS, CHROMEWARE, RADIOS, PLASTER, CHINA, SLUM, CANES, BALLOONS, NOVELTIES, ETC. Send for your free copy today!

CONTINENTAL PREMIUM MART
CONTINENTAL PREMIUM MART

SEND FOR IT TODAY

ALL ORDERS SHIPPED THE DAY RECEIVED!

CONTINENTAL
PREMIUM MART 3RD & WELLS MILWAUKEE, WIS



ACTUAL SIZE: 12" x 18"

COLOR and FLASH

in a **NEW LINE** *of* **TRAYS** *that brings you* **QUICKER TURNOVER** *and* **BIGGER PROFITS !!!**

MARVEL SERVING TRAYS

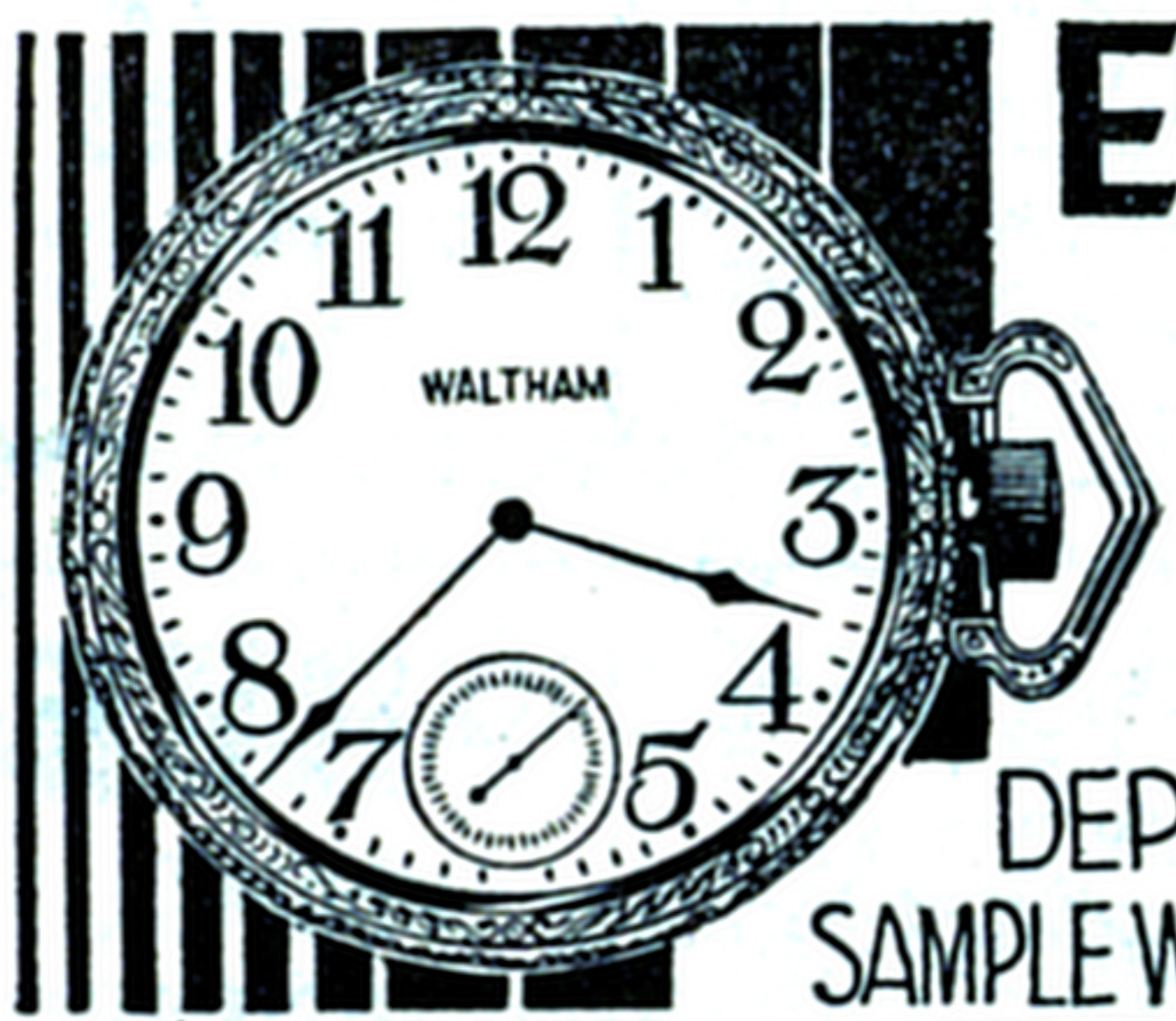
This new line of Trays comes in a large variety of colorful new designs, oil painted on glass with more flash, more genuine appeal than any other similar line on the market. Also embody many new construction features, including flexible handles; lustre metal trim; metal rails. Size, 12"x18". They are attractive, desirable, useful!!! Now offered at the unprecedented low price of $9.00 per Dozen. 25% Deposit, Balance C. O. D.

$9.00 PER DOZEN
25% DEPOSIT
BALANCE C. O. D.

JOBBERS
Complete your line with these sensational new Serving Trays. Special discount to quantity buyers.

THE GREATEST PREMIUM TRAY VALUE IN YEARS for CONCESSIONAIRES, PIN GAME, SALESBOARD and SPORTLAND OPERATORS! ORDER TODAY!

HENRY FINGOLD CO., 144 W. 27 ST., NEW YORK, N. Y.



ELGIN-WALTHAM
RAILROAD MODEL 16 SIZE

7 JEWEL	$2.50
15 JEWEL	3.25
17 JEWEL	3.50

DEPOSIT REQUIRED·BALANCE C.O.D
SAMPLE WATCH $.50 EXTRA·QUANTITY BUYERS WRITE

BERK MDSE. CO. Inc. 45 W. 45st NYC

CIRCUS AND CARNIVAL WORKERS

Get busy now on the New Items. Latest Balloon Novelty, Hyplane Balloons, for gas and air, **$4.50 gr.;** Mickey Mouse, **$3.50 and $4.00 gr.;** Streetmen Special, **$2.75** and **$3.25 gr.;** Mouse Balloons, **$3.00 gr.;** Balloon Reeds, **25c gr.;** New 7-in. Feather Dress Celluloid Dolls, with necklace, earrings, cane and hat, **$10.50 gr.;** Large Flying Birds, with bamboo sticks and inside whistles, **$2.50 gr.** We are headquarters for all kinds of Canes for Scalemen, also Candy at lowest prices. Complete line for Streetmen, also Novelties for Erie Diggers and Premiums for Bingo Games. Sample of new Hyplane Balloon forwarded by return mail upon receipt of ten cents in stamps. New Price List ready April 15th. 25% advance deposit required with all orders, balance shipped C. O. D. No order shipped without advance deposit.

NASELLA BROS. 46 Hanover St., Boston, Mass.

CRAVATS **CRAVATS**
(SPRING AND SUMMER)

One Price—One Quality, Therefore One Real Value—Full size Good Shape Silk Pocket-Lined Men's Ties, Woven Materials, Satin Stripes, Baratheas, Newest Patterns and Styles. Return for refund if not Real Values. Shipment Same Day Order Is Received.

—SPECIAL—
$18.00 per gross **$1.50 dozen**

KEYSTONE MFG. CO. ATLANTA, GEORGIA

ROUTES

(Continued from page 43)

Majestic Midway: St. Louis, Mo.
Marks: Richmond, Va., 11-18.
Mimic World: Lake Charles, La., 11-18.
Mohawk Valley: St. Augustine, Fla.
Page, J. J.: Johnson City, Tenn.
Rogers & Powell: Earl, Ark.
Rubin & Cherry Expo.: Atlanta, Ga., 11-18.
Sheesley Midway: Salisbury, N. C., 11-18.
Shugart, Dr.: Shepherd, Tex.
Siebrand Bros.: Artesia, N. M., 9-11.
Sol's Liberty: Cape Girardeau, Mo., 11-18.
State Fair: Prescott, Ariz.
Strates Shows Corp.: Portsmouth, Va., 16-18.
Tidwell, T. J.: Big Spring, Tex.; Midland 13-18.
Volunteer State: Harriman, Tenn.; Maryville 13-18.
Wallace Bros.: Murray, Ky.; Fulton 13-18.
Ward, John R.: Memphis, Tenn.; W. Memphis, Ark., 13-18.
West Bros.' Am. Co.: Harrisburg, Ill.
Western State: Freer, Tex.

WANTED
FOR HUNTINGTON STATION, N. Y.
MAY 6-16

Pit Shows, Custard, Bingo, Grind Stores, Merchandise Wheels, Foremen for Merry-Wheel-Plane, High Free Acts.

JACK DAVERIN
68 E. 19th, BROOKLYN, N. Y.
Buckminster 2-3265.

KELLEY'S GREATER SHOWS

Opening April 13th, Owensboro, Ky., instead Evansville. All report immediately. Sorry to all. We have 5 Rides. Want Ferris Wheel. Geo. (Red) Hiller wire. Concessions all open except Corn Game, Diggers, Pop Corn, Shows; Come on; liberal per cent. KELLEY NOT with show. Free act and agent with car. Help in all departments. J. Weaver, legal adjuster. Garlock come on. **KELLEY'S GREATER SHOWS, Owensboro, Ky.**

WANTED TO BUY

12 HIGH-SCHOOL HORSES—Large stocky type. Must be sound—A-1 Stock (no spotted). Send full information, price.

WILL SCOFIELD
18 Garabaldi Ave., NEWARK, N. J.

ATTENTION

American Legion, V. F. W., Fire Companies, Celebrations and other Auspices. We can furnish you complete outfits—Rides, Concessions and other features, on a rental or percentage basis. Write for full particulars.

Jere Shaw
Real Estate Trust Bldg., Philadelphia, Pa.

Prudent's Amusement Shows
OPENS MAY 20th

Have opening for Shooting Gallery and a few more legitimate concessions. Would like to hear from someone with a small show. Address all to **MIKE PRUDENT, 124 Cedar Avenue, Patchogue, N. Y. Phone Pat. 315.**

WANT ATHLETIC SHOW

Will Furnish Complete Outfit. State experience first wire. Must be able to protect your show.

C. F. ZEIGER UNITED SHOWS
YUMA, ARIZ., April 6 to 12.

WANT - HIGH DIVER

Water or Net. Twenty-five or More Weeks.

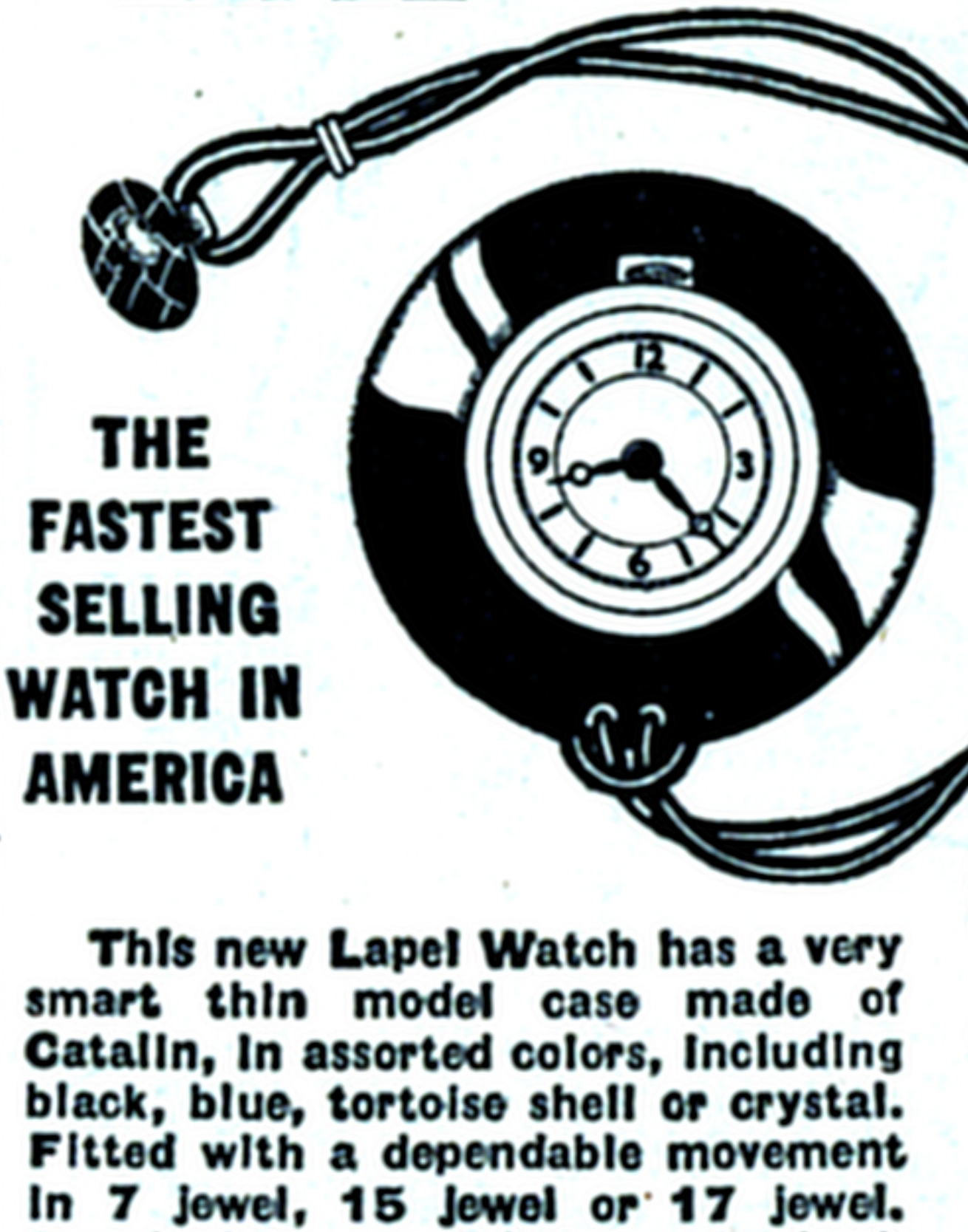
C. F. ZEIGER UNITED SHOWS
No Wires, Mail Only.
BOX 3, FREMONT, Nebr.

FOR RENT

Show corner. 100% amusement. Located at Coney Island. Write **G. W. STRATTON, One Main Street, Brooklyn, N. Y.**

SPECIAL ATTENTION! JOBBERS, PREMIUM USERS!!!

THE LAPEL WATCH



THE FASTEST SELLING WATCH IN AMERICA

This new Lapel Watch has a very smart thin model case made of Catalin, in assorted colors, including black, blue, tortoise shell or crystal. Fitted with a dependable movement in 7 jewel, 15 jewel or 17 jewel. Supplied in assorted shapes for both men or women.

25% Deposit.
Bal. C. O. D.
Sample 25c Extra
15 Jewel Now **$4.85**
17 Jewel **$5.35**

CONSOLIDATED WATCH CO. 65 Nassau St. N. Y. City

Wanted

Ten-In-One and Other Paid Attractions. Will furnish complete outfits. Twenty Fairs and Celebrations booked in Kansas, Oklahoma and Texas. Wire,

J. GEORGE LOOS
GREATER UNITED SHOWS
WEEK APRIL 6th, CORSICANA, TEX.

POPCORN

South American, Jap. Hulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, - - - - - - - - - - - - ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

ANDERSON-SRADER SHOWS, INC.

Want capable manager that can furnish attractions for a complete framed pit show. Can place two small grind shows. Will book Loop-O-Plane. Have open date for a 4th of July celebration in Kansas. Address **M. A. SRADER, Concordia, Kan.**

FOR SALE: RABBIT RACE

14 Rabbits. Located in Luna Park, Coney Island. Reasonable. **M. JOFFE, Boardwalk and 21st St., Coney Island, N. Y.**

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. **ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.**

SOL'S LIBERTY SHOWS, INC.

Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

HAPPYLAND SHOWS

Now Booking for 1936.
Address 3633 Seyburn St., Detroit, Mich.

MOTORIZE

Write for Our Finance Plan. **CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.**

Special Offer Coupon

Until April 15th You Save $2.50

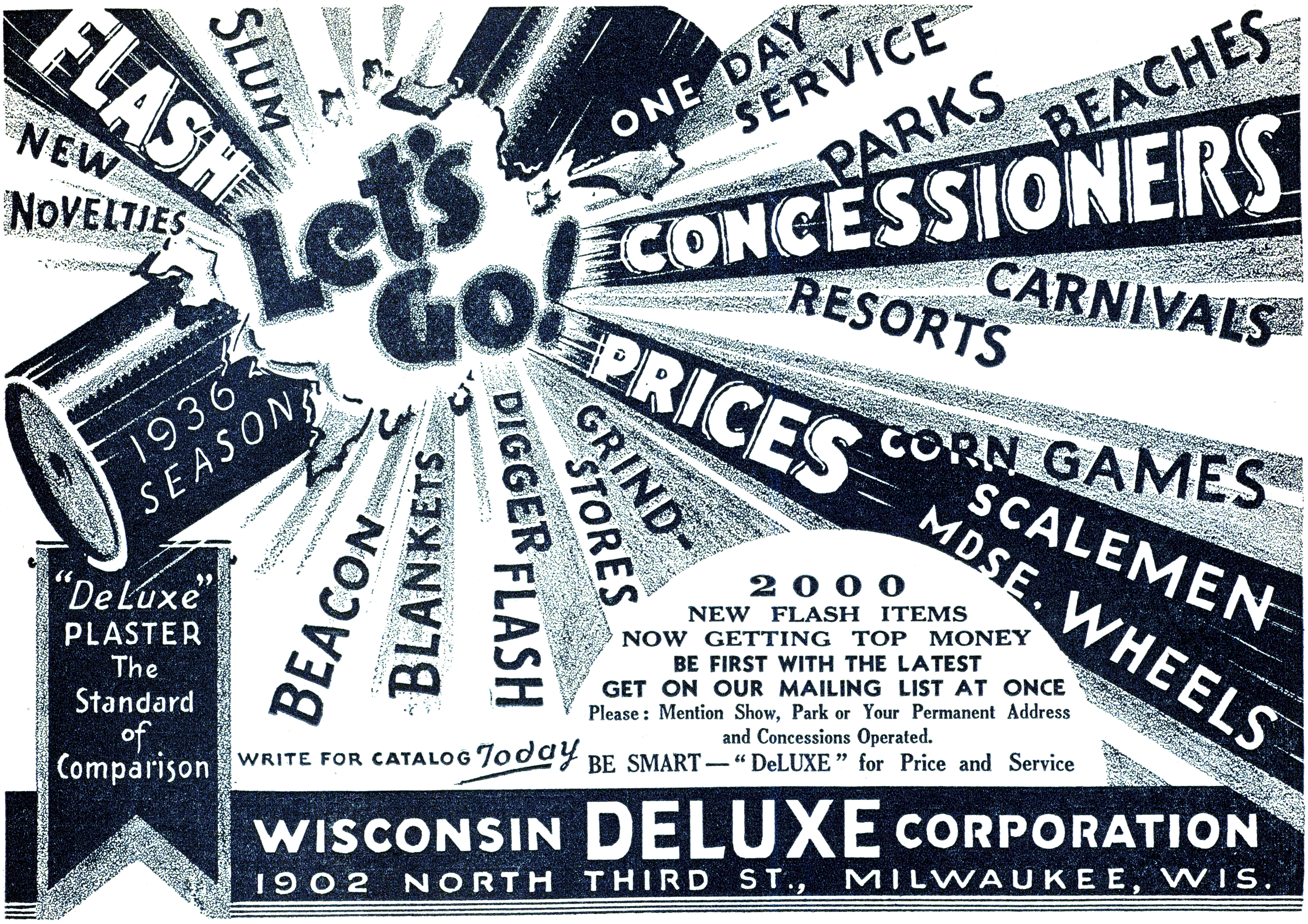
The Billboard Publishing Co.,
25 Opera Place,
Cincinnati, O.

Please mail The Billboard for the next 30 weeks for which I inclose, not the $4.50 thousands pay at the regular single copy price, but only $2.

Name .... New ☐
Address .... Renewal ☐
My occupation is
City .... State .... ____________________

Regular rate: One Year, $5. Single Copy, 15 cents.

MAIL THIS COUPON NOW



2000
NEW FLASH ITEMS
NOW GETTING TOP MONEY
BE FIRST WITH THE LATEST
GET ON OUR MAILING LIST AT ONCE
Please: Mention Show, Park or Your Permanent Address and Concessions Operated.

WRITE FOR CATALOG *Today* BE SMART — "DeLUXE" for Price and Service

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD ST., MILWAUKEE, WIS.

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring our Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
14 & 16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

SENSATIONAL VALUES in DIAMONDS and REBUILT WATCHES

POCKET & WRIST WATCHES

Write for our Latest Catalogue. Large Assortment — Unusually Low Priced—American and Swiss.

CENTRAL WATCH MATERIALS & SUPPLY CO., INC.,
134 South Eighth Street,
PHILADELPHIA, PA.

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

GEO. T. SCOTT SHOWS

OPENING MAY 4TH.

WANTS—Ride Help, Concession workers for legitimate Concessions. Have tops and equipment for any money-making Show. Want Manager for Pit Show, Roy Jerome, write. Have some early celebrations.

GEORGE T. SCOTT, Box 40, Dishman, Wash.

GOLD MEDAL SHOWS
Opening St. Louis April 10.
Address 390 Arcade Bldg., St. Louis, Mo.

LOOP-O-PLANE
FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore

West's World's Wonder: Norfolk, Va., 13-18.
Yellowstone: Tucumcari, N. M.
Zeiger, C. F., United: Yuma, Ariz.
Zimdars Greater: Russellville, Ark.; Newport 13-18.

Additional Routes

(Received too late for classification)

Bink Show: Campbellsport, Wis., 6-11.
Felton, King, Magician: Morrilton, Ark., 6-11.
Fitch Provo Players: Springville, Tenn., 6-11.
Phillipson Comedy Co.: Morgantown, Ind., 6-11.
Taylor, Wm. P., Show: Marianna, Fla., 6-11.
Thomson & LaMonte Show: Goldville, S. C., 6-11.
Toby Players: Pryor, Okla., 6-11.

O. C. BUCK EXPOSITIONS. Inc.

WANT

Concessions. A few more legitimate Grind Stores at reasonable rates. Also Agents for Wheels who can work for stock. SHOWS—Any novel or single attractions with or without own outfit. Attractions and Freaks for Side Show. Can place Kiddie Rides. FOR SALE—A Spillman Little Beauty 3-Abreast Merry-Go-Round, Mangels Motor Chase. Also large Park Merry-Go-Round.

OPENING APRIL 16, Yonkers, N. Y.
— SEASON OF 26 WEEKS —
PLAYING BEST SPOTS IN THE EAST.

O. C. BUCK EXPOSITIONS, Inc.
104-33 128th Street, Richmond Hill, N. Y.

GREAT SUTTON SHOWS

OSCEOLA, ARK., APRIL 11th TO 18th.

Want at once Special Agent that has car. Will book Loop-O-Plane, Kid Auto Ride. Will furnish tents for any good show. Want manager for well framed Athletic Show. Swell Geek Show. Want acts for 10-1. Can always place clean concessions.

F. W. SUTTON
Osceola, Ark., till April 18th.

WANTED

Assistant Advertising Banner Solicitor for large Motorized Circus. Opening middle of April.

BOX 701-C, The Billboard, Cincinnati, O.

MARVEL CANDY GIVE-AWAY PACKAGES

OUR 1936 LINE WILL TOP THEM ALL
WE MANUFACURE BOXED CANDIES FROM 1c UP.

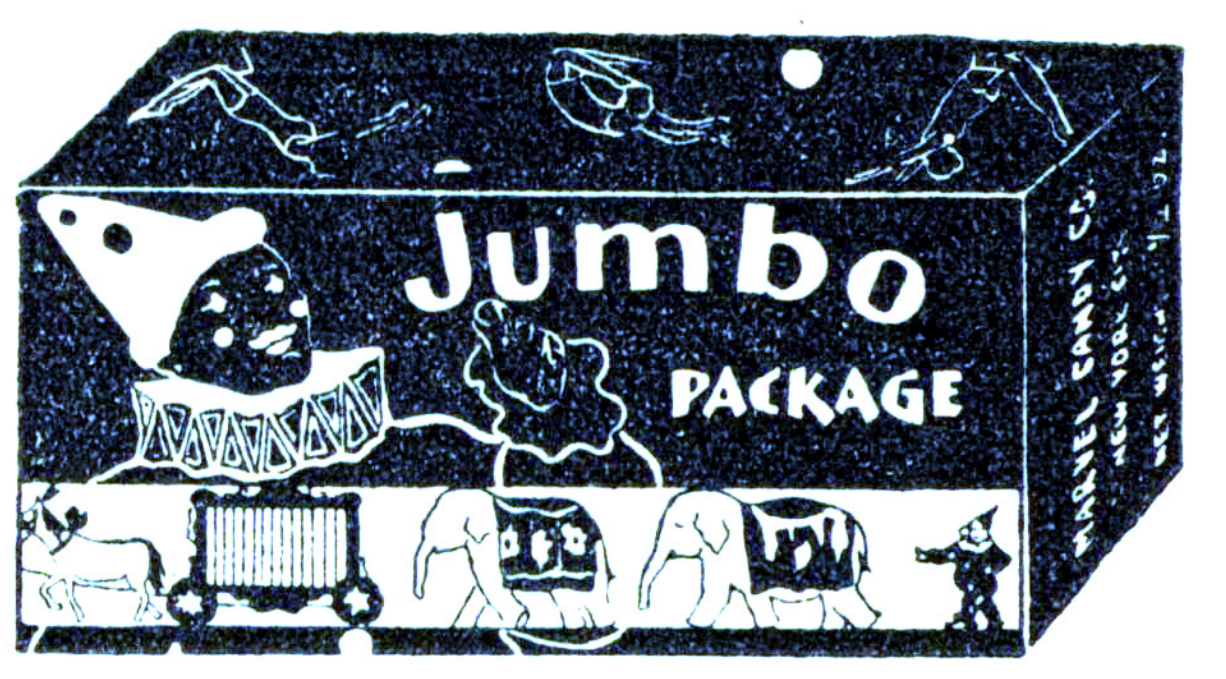
Dolly Dimples

Dolly Dimples

A Very Classy Package. Contains Nut Chocolate Caramels.

Packed 100 Pkgs. to Carton......	$2.00 Per Carton.
500 Packages..........	$10.00

OUR CANDY
Is Guaranteed to Stand Up in all Weather.
We Manufacture Candies From 1c Up.



JUMBO GIVE AWAY

Packed 200 to Carton.	$2.00 Per Carton.
1,000 Packages	$10.00

25% deposit with all orders, bal. C. O. D. Send for FREE ILLUSTRATED 1936 CATALOG.

MARVEL CANDY COMPANY, Inc. 101-103 Wooster Street, New York City

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SMILES
Candy
A Delicious Confection

CANDY GIVE-AWAY PACKAGES

AND INTERMEDIATES.

SMILES
200 To Carton

Per Carton	$2.00
Per 1,000	$10.00

ORIENTAL SWEETS
A Delicious Candy

ORIENTAL SWEETS
100 To Carton

Per Carton	$2.00
500 Pkgs.	$10.00
1,000 Pkgs.	$20.00

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line.

20% Deposit with Order, Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St. New York City,

ATTENTION

ALWAYS SOMETHING NEW!

Complete Line of PLASTER NOVELTIES. Prices from 3c up. Immediate shipment. Send for Price List. Now Ready.

MISSOURI ART STATUARY
2601 Indiana Avenue, KANSAS CITY, MO.
FORMERLY L. B. P. STATUARY CO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Gooding Quarters Scene of Activity

COLUMBUS, O., April 4.—The Gooding winter quarters at the Ohio State Fair grounds is a busy place. Forty riding devices and 25 trucks and trailers are being completely overhauled, also several new shows are under construction, all carrying some panel front features. Ed Breckenridge is designing and supervising the building of the new shows and has incorporated some outstanding ideas. E. C. Drumm (20 years with Goodings) is general superintendent of winter quarters activities. George Pence and Robert Cook are in charge of the mechanical work and Harry Potter is foreman in the carpenter shop. The painting and decorating are, as usual, under the supervision of Sam Ely. Everything will be ready for the opening April 25.

Two new transformers were delivered last week, which will add 175 k.w., and give ample capacity for lighting the midway. Another new dual Loop-O-Plane was shipped from Eyerly Aircraft Corp. and should arrive soon. A beautiful entrance and fence is already completed for it. Barney Lamb arrived from the South recently, and is preparing his Circus Side Show (180-foot front), also an attractive Snake Show, with several new features. Art Converese will arrive the coming week, and will have a fine Side Show, with one of the Gooding units. Converese will also have another show in readiness for the opening.

All-Texas Shows

HOUSTON, April 4.—The show had its spring opening at Pickney and Garrett streets the middle of last week. Weather was fine and the lot packed with people. Manager Burdick sporting a new automobile and assembling a new ride which just arrived. The show now has 4 rides, 5 shows and 20 concessions. Everything newly painted and well lighted makes a pleasing appearance. The lot being close in has made it a nightly gathering place for local carnival folks. Among them Roy Gray and wife, Louis Bright, Doc Waddell and Bill Durmond, all of Big State Shows. With Texas celebrating its 100th anniversary of independence this year, Manager Burdick is planning an extended booking trip. Ned L. Jacobs and the writer, R. W. (Tommy) Stevens, have been awarded contract to furnish eating and drink stands at the San Jacinto battle grounds during the celebration there.

FLAVOR SPECIALTIES
for CONCESSIONAIRES
BIG MONEY IN SHOWMEN'S
ORANGE DRINK, SNOW BALLS, VANILLA AND CUSTARD.
Write For Particulars on Free Demonstration.
VIRGINIA DARE EXTRACT CO. INC.
Bush Terminal No. 10, Brooklyn, N. Y.

UNIVERSAL AUTO TRAILER HITCH
ONLY $1.55 POST PAID
New adjustable lock-type ball socket design. Always tight against ball. Eliminates jerks, wear and danger. Snaps on instantly. Can't come loose. Malleable Iron. Ribbed construction gives additional strength.
Bumper Coupler Clamp 95c
Fits any bumper. On or off in a jiffy with only a wrench. (Without Ball—utilizes ball that comes with Hitch.) Trailer Hitch and Bumper Clamp Complete $2.45. Prices quoted cover delivery in U.S.A. only. Order Direct Today. Fully guaranteed. Send cash or M. O. today or write for Free illustrated folder.
EQUIPMENT MFG. CO.,
315 Locust St., St. Joseph, Mo.

LOCKS ON
SCIENTIFIC BALL-JOINT HITCH

PHOTO MEN!!!
● You can cash in this year on the new "4 For a Dime" Photo Ballyhoo. Since 1897 we have furnished the Carnival Trade with their Photo Equipment. We teach you how. Buy the best. Special price offer on new combination. Write, Free Circular.
BURKE & JAMES, Inc.
31 So. Franklin St., CHICAGO, ILL.

Orderly Parking

DETROIT, April 4.—Eastwood Amusement Park is installing a concrete curb on its entire parking area, which will accommodate about 2,000 autos, according to M. B. Lerner, of the park, who says this will force all drivers to park cars in parallel rows and enable them to get in and out without difficulty. Each row will be numbered, so that patrons easily can find their cars without searching all over the lot.

Crowley's United Shows

RICHMOND, Mo., April 4.—The show is ready for its opening at Lexington, Mo., April 11. Everything looks spick and span, and the additions in rides, shows, concessions, trucks and trailers make the show the largest and flashiest show Manager Crowley has ever taken out. When the searchlights were tried out at night recently the natives came to winter quarters in droves. Agent McLemore left Wednesday in interest of the show. At this writing the show has (owned and operated by Manager Crowley) 12 rides and 14 shows, all being transported on 41 trucks and trailers. New canvas and banners for the shows. Mr. and Mrs. Crowley left Sunday for Jacksonville, Ill., where they purchased a new Covered Wagon living trailer thru the Eli Bridge Co.—a thing of beauty, complete in every detail. Roy Goldstone has the concession department ready and has added some new ideas. Among the recent arrivals were Phil Phillips, Girl Shows; Rufus Johnson, Minstrel Show; Larry Zerm, Musical Comedy Show, and Dutch Meyers, Athletic Show.

WALTER DALE.

Small & Bullock Enterprises

Whitmire, S. C. Week ended March 28. Auspices, Volunteer Fire Department. Location, lots and streets surrounding City Hall. Weather, rain every day except Monday and Saturday. Business, fair.

The rain prevented farmers from doing any work on the farms, so many were in daily attendance on the midway and quite a little business was done in the afternoon. Mayor Gillian and Fire Chief Simpson lent every assistance possible in making the engagement a success. Mr. and Mrs. Johnnie Bullock took advantage of the rain to spend a day with friends in Augusta. Telegram from Charlie Goss of Standard Chevrolet Co. advised that the new truck, with another trailer from the Eli Bridge Co. would be ready for delivery within the next few days. Business Manager Harry L. Small away on a trip in the interest of summer bookings. Floyd Sheiks continues to walk away with the first prize for being the first up and ready for opening on Monday, which has proved successful from a business standpoint. Matinees have proved popular with children. All of which is from an executive of the show.

Decker's Museum, Baltimore

BALTIMORE, April 4.—Ralph Decker added some attractions to his Oriole Museum here this week. They are: Capt. Herbert Martinez, with German shepherd dogs, cats, rates, birds and monkeys; Frank Randall, clown contortionists, and Bob Simon, with snakes; also, Jerry Higgins as new emsee. George Thompson is one of new front men and Jojo Higgins is added attraction in the annex.

Decker states that he has made changes in plans for his summer shows and instead of joining Milier Bros. Shows will join William Glick Shows with three tent attractions.

Glorifying the "Red Hot"

WATERTOWN, Mass., April 4.—They're glorifying the American frankfurter.

Millions of the "red-hots," juicy delights, are sold every year and now the roasting is made attractive. The "Bar-B-Frank" machine rotates a circle of frankfurters before an electric grill, with the holders sparkling and flashing under the rays of a red neon light, and the makers say it "Catches every eye, brings 'em in to buy."

Dee Lang Starts New-Season Tour

ST. LOUIS, April 4.—The Dee Lang Famous Shows opened their season last Saturday on the large lot at 4th and George streets. Favored by ideal weather on Saturday and Sunday evening, the show had the best season's start in this city in its history. Heavy business was done on all shows and rides the first two nights. Monday, Tuesday, Wednesday and Thursday business fell way down, due to cold weather.

The show has been greatly enlarged over last year, and everything is newly painted and new tents for the shows. New banners thruout for shows have also been purchased. Will move on 25 Chevrolet trucks and trailers this year. There is a new and very attractive public address and advertising sound truck.

Staff: Dee Lang, owner and general manager; Elmer I. Brown, general agent; Harold E. Finke, secretary; Mrs. Norma Lang, treasurer; Walter Wyatt, advertising agent; P. E. Waughn, superintendent construction; John Sweeney, lot superintendent, mail and *The Billboard;* Barney Williams, chief electrician.

Rides in operation at the opening: Double Ferris Wheel, John Mathis, foreman. Caterpillar, Harry Moore, foreman. Merry-Go-Round, J. J. Darlington, foreman. Chairplane, Mike Schimmel, foreman. Loop-o-Plane, Lloyd Statler, foreman. Auto Ride, Dad Avery, manager. Pony Ride, John Eakins, manager. Rideo, J. A. Alexander, foreman. Drive-Yourself Autos, Joe Klein, foreman.

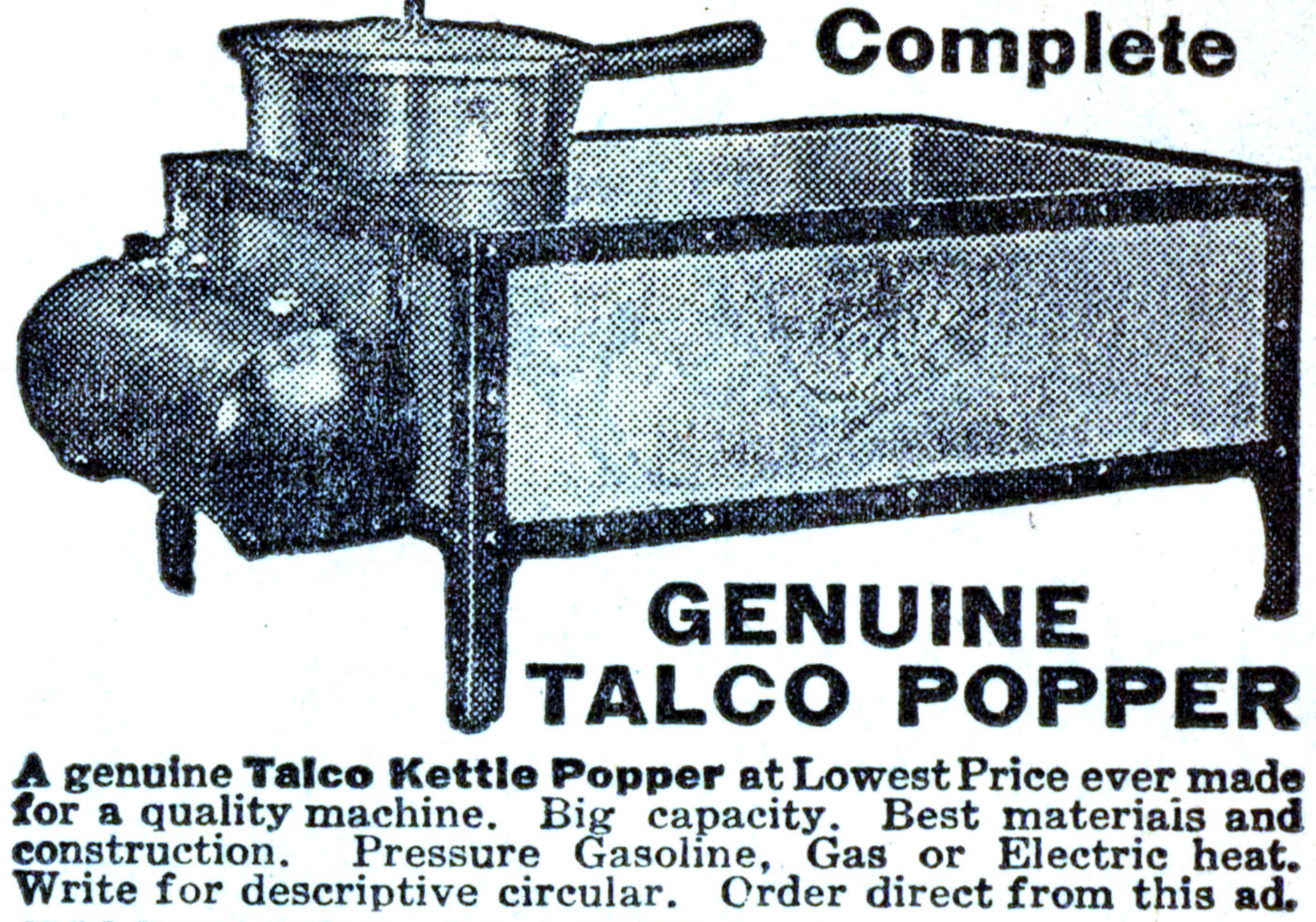
Shows and their managers included: Midget Village, featuring Princess Tiny; Mr. and Mrs. E. F. Milburn. Illusion Show, Al Means. Eakin's Dog and Pony Circus, John Eakins. Athletic Show, Irish McGee. Hollywood Dancing Girls, Tommy DeLong. Snake Show, Billy Redwing. Big Circus Side Show, Mark Williams. "Unborn," Pat Murphy. Hippodrome Circus, Ray Nesbitt. Dixieland on Parade (colored minstrel show), H. P. Blackburn. "Law and Outlaw," Eddie Kelker. Crystal Maze, John Pollard.

Among the concessioners noted on the midway were E. F. Klein, Bob Butler, Red Kelley, Lou Finch, John Sweeney, George Okada, Eubey Cobb, Joe Miller, Roy Todd, R. Guimont, Jerry Kerns and R. A. Sauters.

Golden State Shows

Santa Paula, Calif. Week ended March 29. Location, Main and Fernandez. Auspices, Veterans of Foreign Wars. Weather, chilly. Business, very good.

This was a big surprise to everyone connected with the show. Generally known as a weak spot, the natives turned out despite cold weather. Kiddies' matinee on Saturday was surprising and business at night was remarkable, the midway being jammed. George Costello with his Athletic Arena topped the shows, with the Side Show and Motordrome following closely. This was the first visit of an Auto Scooter to this town, with the result that it did exceptional business. "Ma" Lahey, of the cookhouse, already popular with the boys, taking coffee round to them during tear down. Boys hope it's a regular thing. Circulation tieup with the local paper by Joe DeMouchelle a notable item toward the big attendance. Chief of Police Thornton complimented the management and show. Belated greetings for success of the show received from Showmen's League of America, Joe Streibich, and Patty and Frank Conklin. Frank Downie, Ben Dobbert, Johnny Kline, Carl Wallace and E. R. (Eddie) Rossi were visitors. G. L. Terrell adding another platform to his March of Time, making it a three-tier show. Ben Austin, general agent, covering a lot of territory. Bill Hobday receiving many compliments on the appearance of both front and inside of Side Show. All of which is from an executive of the show.



$29.75 Complete
GENUINE TALCO POPPER
A genuine Talco Kettle Popper at Lowest Price ever made for a quality machine. Big capacity. Best materials and construction. Pressure Gasoline, Gas or Electric heat. Write for descriptive circular. Order direct from this ad.
TALBOT MFG. CO., 4527 Lexington St., Chicago.

CASEY'S UNITED SHOWS
WANTED—Concessions, Bingo (Eddie Brennen) wire. Stock stores, can place few more, Pop Corn, Floss, Novelties, etc., open. Grind Stores that have flash, and capable Agents. Can and will work on my Midway. Wire or come on. RIDES AND SHOWS wanted not conflicting with Loop O-Plane, Tilt-A-Whirl, Pony Track, Kiddie Rides. Curley Hyde, wire. Grind or Bally Shows that are in keeping have worthwhile territory to offer. Route furnished to reliable parties. Communicate this week FRANK CASEY, Manager, Casey's United Shows, Meridian, Miss.

Bunts Greater Shows
WANTS
Legitimate Concessions, reasonable rates. Want Musicians for Colored Band, salary, no percentage. George Gardner wants Trumpet, Sax and Trombone for White Band. Hi Johnson wants Acts for Side Show. Can use Ride Help, also Ride Superintendent. Must be sober and understand rides and motors. Address this week Great Falls, S. C.

WANTED FOR REVUE
Girls who are capable of doing Specialties. Youth and Looks Essential. Musicians for Small Orchestra. Good Straights. Must Sing. People who have worked for me, write
ETTA LOUISE BLAKE
Care Krause Shows, week of April 6, Daytona Beach, Fla.

MILLER'S TRAVELING MUSEUM
WANTS
Freaks, Attractions. Year around work. Place high-class Attractions for entire season. Musicians, Acts of all kinds, Magician, etc. Address
MILLER'S TRAVELING MUSEUM,
41 State Street, Sharon, Pa.

WANTED
Ride Help Foreman for 8-car Whip, Chair-o-Plane, also Kiddie Auto, at once. Can also place Second Man. Show opens April 25. Winter Quarters now open. R. J. COUSINS, Carolina Hotel, Greenville, S. C.

WANT MAN
For Openings on Side Show. Must do two acts inside.
KAY BROS. CIRCUS
Petersburg, Va.

HAVE COMPLETE DOG-PONY SHOW
Unit. Would like to hear from party with tent or location in building for this summer. This show is well known and has drawing power. Want good Agent that can book route; also two Clowns. Write GEO. E. ROBERTS, 515 W. Erie Avenue, Philadelphia, Pa.

GOLDEN GATE SHOWS WANT
Glasgow, Junction, Ky., April 11 to 18. Stock Joints, Ride Help, Banner Man, any Grind Show. Have outfit for Geek Show. Come on, will book you.

FOR SALE—Cook House complete, 20x20, 10' Kitchen. In A-1 condition. Cheap for cash. Price, $150.00. Address all wires and mail JACK BERRY, Box 22, Covington, Ky.

WANTED—Girls that can sing and dance, Oriental, Hula; man and wife take charge of small show. Open near Detroit soon. DOC J. J. KELLY, Thorntown, Ind.

DICK'S PARAMOUNT SHOWS
WANTED—On account of disappointment, Cookhouse, Candy Apples, Legitimate Grind Stores. Also capable showmen. Will finance same. What have you? Have twenty weeks' work thru Massachusetts, New Hampshire and Vermont. Open May 2. We carry six Rides, two Shows and about twenty Concessions, also sensational Free Acts. CAN USE Electrician capable of handling 30 KW Light Plant. Address DICK GILSDORF, General Manager, care of G. DeCicco, Inc., 115 Washington St., Boston, Mass.

DON'T MISS THE WHOLESALE MERCHANDISE DEPT. BEGINNING ON PAGE 102

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN *and* MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vita-Sealed Chips for 35c a POUND

There's big money in potato chips for any man or woman who wants a business capable of paying as much as $23.50 a day in profits. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only $2.50 invested in raw materials brings back $10.00 in cash.

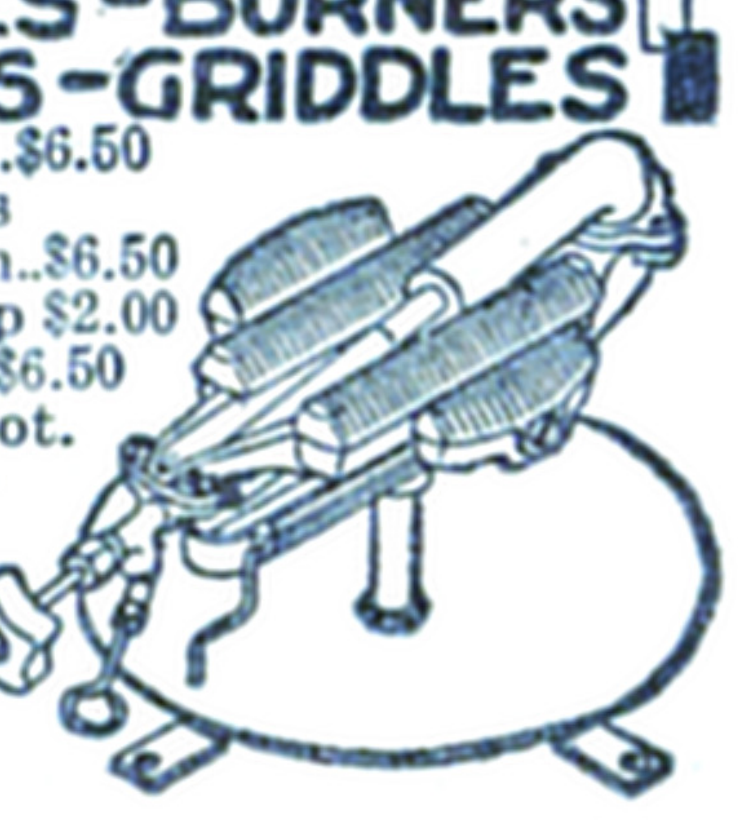
EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chip), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures, and complete plans will be sent free for the asking.

DON'T BUY ANYTHING—Just send your name and address on a post card for all this Free information including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to **G. H. HARDT, 325 W. Huron St., Dept. 124, Chicago, Ill.**

TALCO - Everything for COOK HOUSES

STRONG BOY STOVES - BURNERS
HAMBURGER TRUNKS - GRIDDLES

4½ in....$4.25. 6 in....$6.50
Pressure Tanks
3 gallon..$5.50 5 gallon..$6.50
10 gal. $8.50 Big Pump $2.00
Gasoline Lantern.......$6.50
Hollow wire, 5 cts. foot.
Strong Boy Stove—
Pressure Gasoline:
2 Burner...... $19.35
3 Burner...... $26.50
4 Burner...... $34.65



Griddles, Heavy **Boiler Plate Steel ¼ inch thick.**
24 x 15.........$8.00 30 x 18.........$9.50 36 x 18.........$10.00

Concession Men **everywhere** depends on **Talco Quality** and **Service.** Order from this ad. Send one-fourth deposit. Write for Illustrated catalog on anything you want.

TALBOT MFG. CO.
Dept. M-8, 4527 Lexington Street, CHICAGO.

BYERS' BROS. SHOWS WANT

Scales, Diggers, Mitt Camp, Striker, Dart Gallery, Fish Pond or any Legitimate Concession that don't conflict. Have new 20 by 60 top and banner line for capable showman that has show of merit. Attractive proposition to shows with own outfits. Kennett, 4 to 11; Perryville, 13-18; Festus, 20-25, all Missouri. Good spring route and plenty fairs and celebrations.

Notice- SAM E. SPENCER EXPO. SHOWS

All People Holding Contracts report. Show opens April 25, DuBois, Pa. All Wheels open, Ball Games. Want Hawaiian with Musical Act. Want 5 In 1, Plant Show. Joe Rea come on. Opening for Merry-Go-Round. **20 S. Main, Brookville, Pa.**

WILSON'S SHOWS

OPENING SAGINAW, MICH., MAY 2d

Want Cook House, American Palmistry, Legitimate Concessions. Want Shows with own outfits. Our spots all under auspices, Home Comings and Celebrations, starting July 1st.

WILSON'S SHOWS
WESLEY HOTEL, Saginaw, Mich.

I WOULD LIKE TO HEAR FROM

All Shows, Carnivals, Etc., where Joe Mendi Show was booked from September 10, 1934, to January, 1936, relative to gross receipts while the show was with them, Gertrude Lintz, owner. Box 53, North Miami Beach, Fla. If anyone lost 200 feet of side wall during past summer or fall, kindly communicate with the above **GERTRUDE LINTZ.**

HAUPTMANN IN WAX

"THE GREAT NEW JERSEY SENSATION."

Full Life Size. Many Others.

CHRISTOPHEL WAX FIGURE STUDIOS
3938 Folsom Ave., St. Louis, Mo.

GLOTH SHOWS LAST CALL

Open April 8th, Youngstown, O. WANT One More Ride. Will furnish tent for Good Show. Shows with own outfits 20%. Want Small Cookhouse, Corn Game and other Concessions. Reasonable rates. Act quick or come on. Will take care of you. **L. GLOTH, Savoy Hotel, Youngstown, O.**

WANTED—Carnival

For 6 Days and Nights, under the Auspices of Disabled Amer. Veterans. Write to **THOMAS H. O'NIEL, 104 Veazer St., North Adams, Mass.**

WANTED WANTED

CONCESSIONS • RIDES • GAMES • SHOWS • PEOPLE

KAYDEROSS PARK and BATHING BEACH

SARATOGA SPRINGS, N. Y.

This is an unusual opportunity. WE WANT Skooter, Whip, Airplane, Carrousel, Custer Cars, Miniature Railroad, Loop-o-Plane, Loop-the-Loop and any other Rides not conflicting. WANT Corn Game, Hoop-La, Ball Games, Cane and Knife Rack, Japanese Roll-Down, Merchandise Wheels, Flashers, Frozen Custard, Shooting Gallery, Skee Roll, Scales, Striker, American Palmist, Diggers, Strip Photo and anything new or novel. Would like to hear from good showmen who have reputable Shows and Illusions.

Get in touch with us at once—investigate before locating for the season. Kaydeross Park and Bathing Beach has enjoyed an enviable reputation for over 20 years. It is situated on beautiful Saratoga Lake, 9 miles in length, 4 miles from the world-famous Spa, Springs and Race Track, and is one of the few parks in the United States which successfully weathered the depression. It is now opening a modern Midway of Concessions, Rides and Amusements. A beautiful white sand beach adjoining marvelous shade, lawns and shrubbery. Ample parking space. Area studded with hundreds of bungalows. Drawing power of one and one-half million people within a distance of 20 miles, being in close proximity to such industrial cities as Schenectady, Albany, Troy, Amsterdam, Cohoes and Gloversville, in addition to other progressive, money-spending towns. This is the heart of Saratoga Springs, the greatest health and vacation resort in the State. Concession People who want to locate in a new and most beautiful setting, presenting opportunities seldom before offered in the amusement field, apply at once by wire, phone or letter, to

FRED H. PONTY, care of
Harry C. Baker, 205 E. 42d St., New York City
Phone MUrray Hill 4-3520

or

E. A. Walker
Kaydeross Park
Saratoga Springs, N. Y.

LAST CALL! LAST CALL!

ENDY BROS. SHOWS, Inc.

NOT A NEW SHOW BUT A GREATER AND LARGER ONE WITH A REAL LONG SEASON.

28th Annual Tour Opens
HARTSVILLE, S.C.,
Saturday, April 11th

10 RIDING DEVICES, 12 HIGH-CLASS SHOWS, 2 FREE ACTS, BAND AND CALLIOPE.

Will book Riding Devices that do not conflict. Shows, with or without outfits. Finance any showman with good Attraction that will not conflict. WANT Minstrel Show with Band. John Hutchins wants one more good Freak to feature in Ten-in-One. Eddie Lewis wants Follies Revue Girls. WANT all kinds legitimate Concessions except Cook House, Eats and Corn Game. CAN PLACE Photo Gallery, Bowling Alley, Fishpond, Diggers, Long Range Gallery. Positively best route in the East, including 14 Fairs, Celebrations, with 8 weeks in Florida next winter. Wire. WANT Foreman for Allan Herschell Merry-Go-Round, one good Show Painter. All kinds of Help. All answer,

ENDY BROS. SHOWS, INC., Hartsville, S. C.

Great Olympic Shows WANT

For following Spring Celebrations, Jackson, Tenn., in the heart of town, week of April Thirteenth; then Bemis, Tenn., on factory lot, week of April Twentieth.

Can Place Capable Athletic Show People. Want Organized Minstrel or any other money-getting show with or without outfits. Can Place Photo Gallery, Custard, Diggers, Bumper Joint, String Game or any other legitimate concessions. Also Wheels and Grind Concessions that will work for stock. Will Book or Buy Caterpillar or Loop-o-Plane. All answer Newbern, Tenn., this week.

A. (CURLEY) SPHEERIS, Mgr.

MAJESTIC MIGHTY MIDWAY SHOWS

L. M. BROPHY, General Manager

10 Shows—10 Rides—15 Railway Cars. Want Show People. Fred Miller, get in touch with me. Will Book Motor Drome, Unborn, Freak Animals, Snake Show, any other high-class show. Jimmy Frye, write. Can Place Baby Ride. Concessions Wanted—Lead Gallery, Photo Gallery, Cotton Candy, Fish Pond, Pitch-Till-You-Win, Hoop-La, Country Store. Deafy Davis, come on. Have Whip for Sale cheap; also Big Chair-o-Plane. **L. M. BROPHY, General Manager, 113 North Broadway, St. Louis, Mo.**

OPEN APRIL 25 - - - -- - - CLEVELAND, OHIO

This being Centennial Year, including the Republican Convention and many other Celebrations, I have contracted the Best Spots in the City of Cleveland. WANT RIDES—Ferris Wheel, Chairplane, Merry-Go-Round and Loop-O-Plane. WANT SHOWS—Athletic Show, Snake Show, Side Show and any other money-getting shows that do not conflict. Concessions that work for stock. Wheels and Grind Stores. Will positively not tolerate any racket or G joints. Write or wire

EDDIE KLINE, 1812 Payne Ave., Cleveland, O.

Last Call

MID-WEST SHOWS

Last Call

Open in Kokomo, Ind., April 25-May 2, including Sunday

WANT—Shows with own outfits, Ten-in-One, Minstrel, Hillbilly, Wild West or any good show. Lon Morton, Purl Shields, Verne La Verne, get in touch with us. **CONCESSIONS**—Can use a few more. Wheels open that work for stock. This show carries 5 Rides, owned and operated by the management. All people holding contracts report in Kokomo, Ind., April 22, 1936. Address **General Delivery, Kokomo, Ind.**

WASHINGTON, D. C.

CIRCUS GROUNDS - APRIL 22 - MAY 2

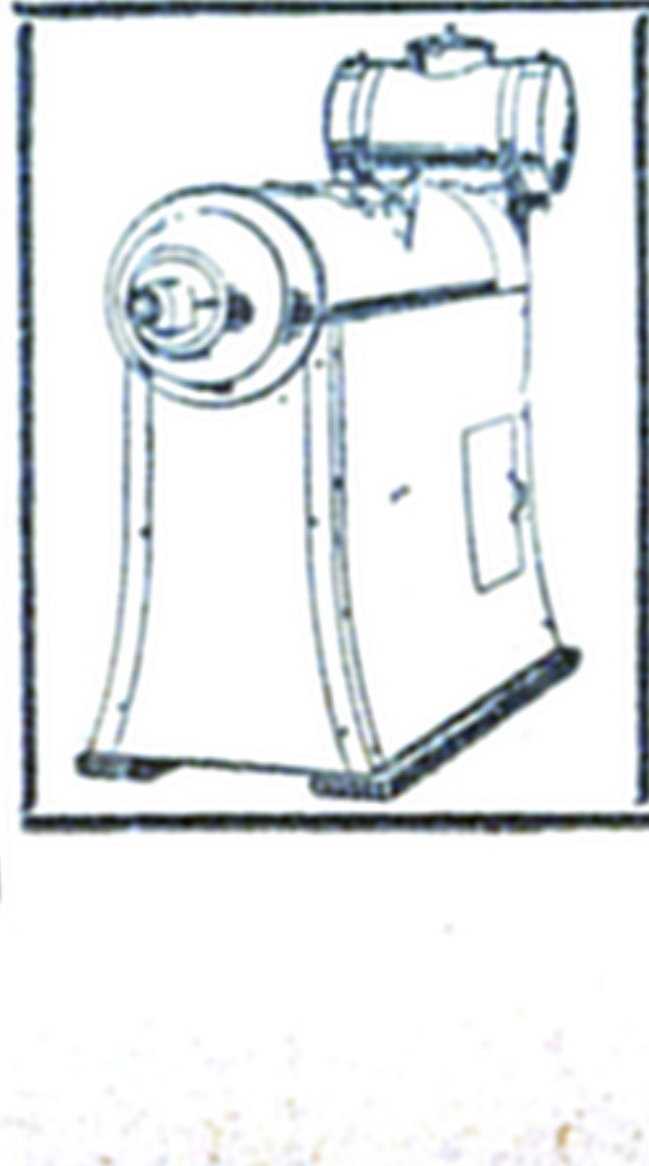
10 Days and 10 Nights. First Carnival ever to play Ringling Circus Grounds in the heart of Washington, Florida Avenue and 5th Street, N. E. Dodson's World's Fair Shows have Midway next to World's Largest Market, catering to 75,000 people daily. Assured Day and Night Attendance for Ten Days over a million people. Ten Free Acts, including Zachinni, Human Cannon Ball. Free parking for 15,000 automobiles, Fireworks, 10-Cent Gate, valuable nightly gate prizes, including automobile. CONCESSIONAIRES: Space available only to the highest type concessions in Paddle Wheel avenue; also Novelties, Photographs and booths of every nature that are legitimate. Address **DODSON BROTHERS, at Norfolk, Va., or the Committee, DR. ARTHUR L. SUTER, Chairman, Masonic Temple, Georgia and Colorado Avenues, Washington, D. C. Phone, Georgia 1600.**

SPRING OPENING

WANT--Golden Valley Shows--WANT

OPENING LAUREL, MISS., APRIL 13 TO 18, AMERICAN LEGION SPRING FAIR AND FESTIVAL.

WANT Concessions of all kind. Reasonable rates. CAN PLACE Loop-o-Plane and Kiddie Rides. CAN PLACE Shows, with or without own outfits. Good opening for Ten-in-One and Bally Shows. D. D. Sampson wants capable People for Front, on Geek and Side Shows. Good opening for Bingo and Cook House. Have 5 good spots, all good auspices, to follow. Geo. Atkins, Little Joe Miller answer or come on. All mail and wires to **MANAGER GOLDEN VALLEY SHOWS, Meridian, Miss., this week; then Laurel.**

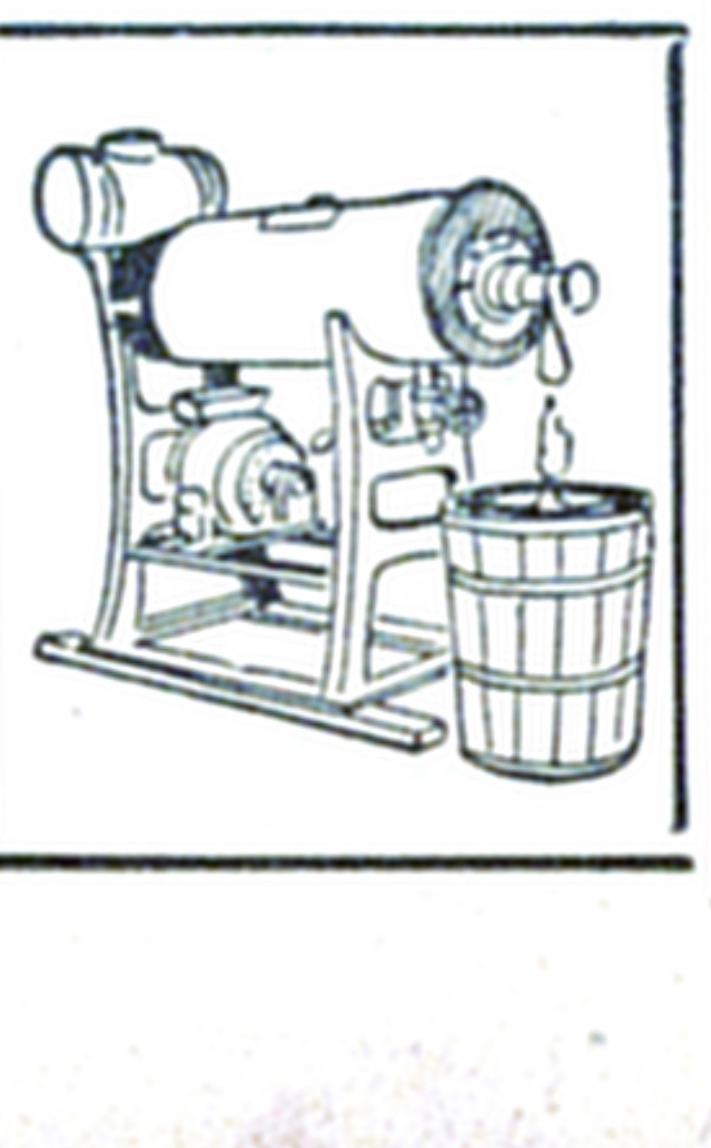


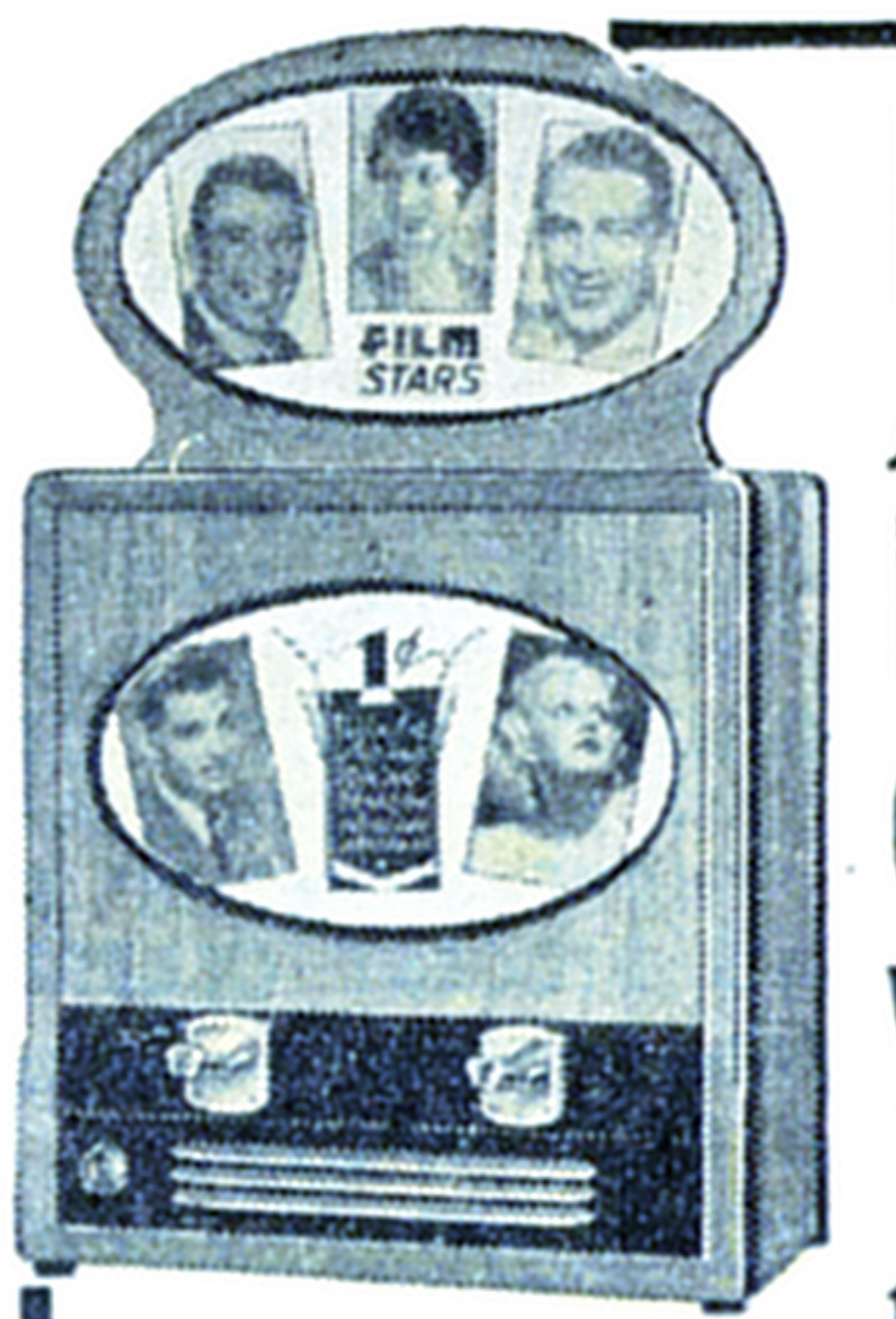
FROZEN CUSTARD MACHINES

Sacrifice for Cash. 3—Real Bargains—3. F. O. B. Indianapolis (Left)—Two New Machines, $850 Each. Reliable, Dependable. (Right)—One Demonstrator, $700. Guaranteed Perfect. NOTE: Our World's Finest Machines Are All-Metal, Cork Lined, Sanitary, Fully Equipped, with A. C. Motors, 110-220 Voltage and all buyers can feel safe. They are purchasing the best machine made.

Visitors Always Welcome

NEW INTERNATIONAL FROZEN KUSTURD MACHINE CO.
17 E. 37th St., (Tel. Talbot 4755) Indianapolis, Ind.





NEW! De Luxe POST CARD VENDER

With ABT Slots
SIZE
17in.sq. - 8in.deep

WITH 500 FREE CARDS $25.00
36" CABINET BASE $10.00

A Battery of 10 De Luxe Card Venders will earn their cost plus a gross profit of $1,000 in live locations this season.

POST CARDS

De Luxe Card Vender is made to vend any of the attractive 50 different series of Exhibit Post Cards. Latest List mailed upon request. Write for full particulars.

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

FUR ANIMALS at MANUFACTURERS' PRICES

LARGE SIZE FUR CAT, As Illustrated— White or Brown. 18", paw to tail,

$10.80 Doz., Sample $1.00

1/3 deposit, balance C. O. D. Complete line for the carnival and concession trade, including many other items from $3 dozen up. Write for catalog. New line, new items.

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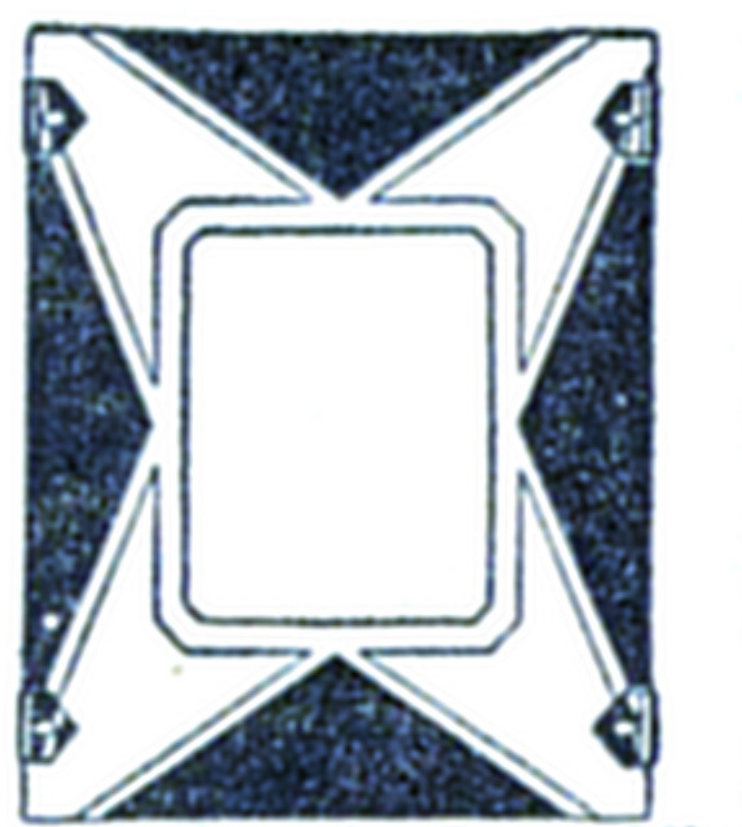

With "Moderne" Glass Photo Frames. 90% of those whose pictures you take will buy one of these beautiful frames. Made in all sizes. Our new design as illustrated fits all stamp photos, comes in assorted and two-tone colors. Has died-out back, making it easy to insert picture. Back is held firmly to glass with non-tarnishable Chrome plated clips. Designs are in Pure Silver Mirror Inlay. Edges of all frames are smoothly beveled. For $1.00 plus postage you may receive a sample set of Six Frames from stamp to 5x7 enlargement size, and full information as to sizes and prices. We manufacture a complete line of fine Photo Frames.

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WANTED

FOREMAN FOR FERRIS WHEELS AND CATERPILLAR RIDE.

DODSON'S WORLD'S FAIR SHOWS
Norfolk, Va.

WOLF GREATER SHOWS

Now booking for coming season. Shows wanted with or without own outfits. Want Stock Concessions, all open. Can place Loop-O-Plane. Sell Tilt-A-Whirl cheap for cash. Show opens May 10. Address **P. O. Box 2725, Bloom and Lake Sta., Minneapolis, Minn.** P. S.—Have Monkey Drome and Baggage Cars for sale. Will trade.

WANTED --- RIDE HELP

FOR MERRY-GO-ROUND AND TILT-A-WHIRL.

MICHAEL DOOLAN
342 W. 69th St., CHICAGO.

— VANCOUVER'S GOLDEN JUBILEE CELEBRATION —

Two Weeks Carnival, July 3 to 18, in the Heart of the City—Cambie St. Grounds. Three other WEEKLY BOOKINGS in City to follow immediately.

DESIRE SHOWMEN WITH HIGH-CLASS ATTRACTIONS—WILL BOOK WAX PRISON—MINSTREL SHOW—FAT PEOPLE—CAPONE CRIME CAR—OR ANY NON-CONFLICTING SHOW. ALSO SENSATIONAL FREE ACTS—2 SHOWS DAILY. CAN PLACE ANY KIND OF LEGITIMATE CONCESSION AND MERCHANDISE WHEELS THAT WORK FOR STOCK. HAVE THREE MONTHS' ROUTE BOOKED STARTING EARLY MAY. CANADA'S BIGGEST CELEBRATION.

Address All Communications to R. J. BOYD,
GOLD MEDAL SHOWS, LTD., P. O. Box 1132, Vancouver, B. C.

STRATES SHOWS CORP. WANT

Concessions—Bowling Alley, Pitch-Till-You-Win, Ball Games, Stock Stores of any kind. No G wheels.
Shows—Can place three Shows; will furnish outfit and wagon for same. Will finance any show that is capable. Monkey Circus, Animal Show, Illusion Show, Water Show, Athletic, Glass House, Freak Animal, Pit Shows.
Ride Help on all Rides.
We open April 16 in Portsmouth and will stay out for 28 weeks. Have booked the following Fairs: Albion, Caledonia, Batavia, Cortland, Hamburg, Dunkirk, Bath, all New York; Mebane, Washington, Tarboro, N. C.; Suffolk, Emporia, Va., and two more fairs will be announced soon.
This will be a fifteen-car show and will carry 14 rides and 15 shows.
Write BOX 26, Portsmouth, Va.

BANTLY'S GREATER SHOWS

WANT Ride Foreman for following Rides: Caterpillar, Rideo, Loop-o-Plane, Tilt-a-Whirl, Ferris Wheel and Chair-o-Plane. Can Place Legitimate Concessions that work for stock, flat joints save stamps. **WANT** American Palmistry, Diggers, Photo Gallery, Pitch-Till-You-Win, Bowling Alley, Cigarette and Lead-Shooting Gallery, Frozen Custard, Candy Apples or any novelty eating concession. **SHOWS**—Can place 5 or 10-in-1, Musical Comedy, Hawaiian Show, Hillbilly Show, Big Snake or any other money-getting shows in keeping with the standard of this show. Will furnish complete outfits to capable people. Eddie Miller, Baker, Oscar, H. Philbert, write. This show will carry 10 Rides and 10 Shows, playing the larger cities, not rural routes, and is backed with money and brains. Have six fairs and three big celebrations booked; route to interested persons. Want Talkers and Grinders and Working Men in all departments. Show opens May 2, City Playgrounds, Du Bois, Pa. Address all mail to **HERMAN BANTLY, Manager, Reynoldsville, Pa.**

WANTED--WANTED--*WEER SHOWS*

OPENING BENTON HARBOR, MICH., BLOSSOM FESTIVAL, WEEK MAY 4 TO 9.

High-class Shows of merit, with or without own outfits. Will furnish complete outfits for Ten-in-One, or any other Show capable of getting money. Concessions—Stock Stores that can and will throw out stock. Loop-o-Plane Foreman and Ride Help in all departments. Capable Bannerman. This show will carry 6 Major Rides, 8 Shows, and will play the best spots in Ohio, Indiana and Michigan, with a long string of Fairs. Celebration and Fair Secretaries—We have a few open dates. Get in touch with us. Address all communications to

MRS. M. R. WEER, General Manager, 930 East Irvington, South Bend, Ind.

Pamahasika's Dog, Pony, Monkey, Bird Circus

MANAGERS WANTING A GOOD ATTRACTION, HERE IT IS.

All clean, high-class Acts. For Resorts, Parks, Fairs, anywhere, for all ages. No other show like it. Presented by the Prof. Pamahasika, Himself (the original). This show includes that famous large troupe of Acting and Handsome White Cockatoos, the best and largest troupe in America. Address **GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone: SAGmore 5536.**

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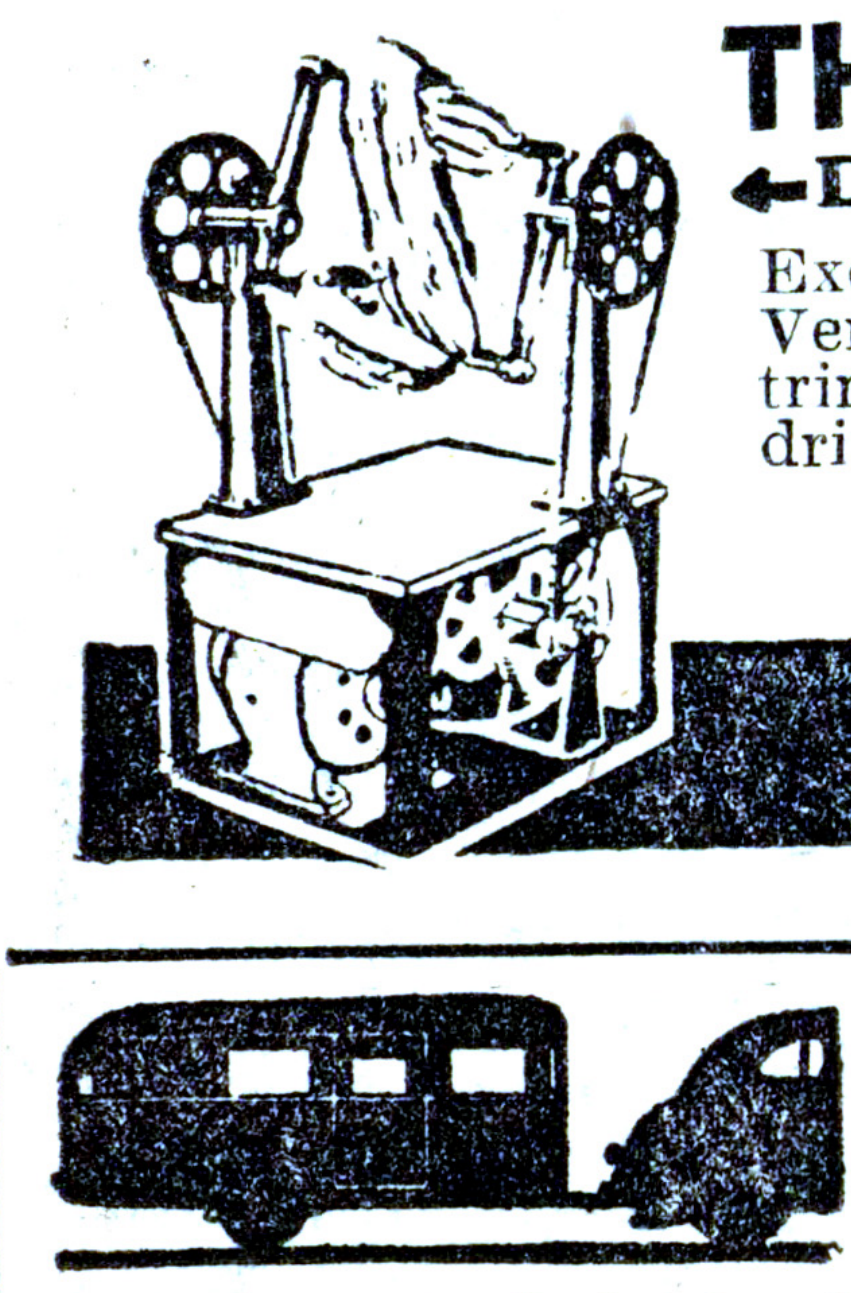
EXPOSITION WANTS

Bingo to join on wire, Shows that don't conflict, Concessions that are legitimate, Musicians and Performers. Harriman, Tenn., this week; Maryville, Tenn., to follow.

TEN-IN-ONE WANTED

With or without tent. Join on wire. Want other Shows. Curley Lewis, wire; King Kong, wire; Talley, wire; Rucker, write. Want Calliope or Sound Truck with Concession. Also want Stock Concessions. No office or percentage stands. Show opens Saturday, April 11. Address F. H. BEE SHOWS, Inc, Russellville, Ky.



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All replacement parts in stock for immediate delivery.
WRITE OR WIRE FOR DESCRIPTION AND PRICES.

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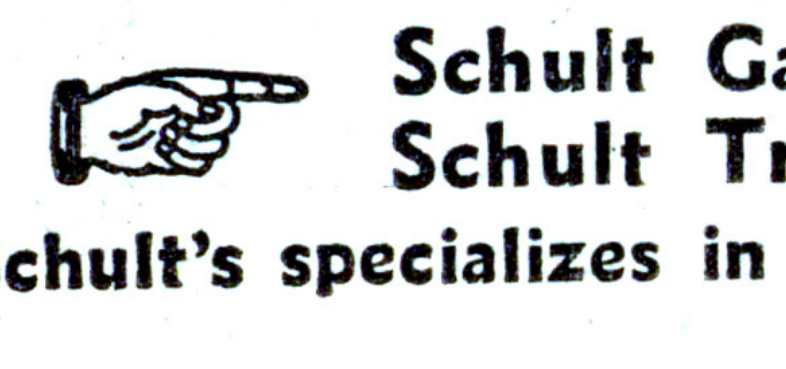

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Schult Gadabouts, 12 ft. long, only ......$198 to $235
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Schult's specializes in Special Purpose Coaches such as: Sandwich and Drink Stands, Office Coaches, or anything you need.

Large selection of Used Trailers priced from $50.00 to $500.00.
Other Nationally Known Makes Ready. No Sales Tax.

SCHULT'S TRAILER MART, Elkhart, Indiana
Buy. Trade. Terms—No Sales Tax—Write for Free Literature

Blue Ribbon in Regular Season

FLORENCE, S. C., April 4.—Blue Ribbon Shows are playing the opening engagement of their regular season here this week, which started last Saturday night, auspices Elks.

Mr. and Mrs. L. E. Roth, owners and managers, have the largest and best show of their careers. Modernistic fronts, new canvas and new lighting effects make it very attractive. The 40 by 120 exhibit tent, located behind the front arch, is filled with commercial exhibits. Local business men showed their appreciation for the business given them during the show's winter stay by taking a double-page spread in *The Florence Sunday News*, wishing it a successful tour. Show has 22 company-owned trucks and semi-trailers, 12 shows, 10 riding devices, a band and two sound trucks.

Shows: Side Show—Doc Wilse, manager and opener; Mrs. Wilse, magician and lecturer; Billy Rix and Raymond Fontaine, tickets; Princess Mite and Floyd, midget mother and baby; Long Wolfe, Indian bead weaver; Ruth Long Wolfe, performing birds; Pony Bill, wired-haired marvel; Bula Bula, tortures; Madam Bailey, mentalist; Capt. Jack Bailey, tattooed man. Chocolate Town Revue—Doc Stanton, talker; Kid Drifty, stage manager; Little Drifty, wardrobe; Stack Wilson and Bill Miller, comics. LeRoy Crews and Alexander McClairn, dance team; Maggie Boone, blues singer; Leroy Samuels, M. C. Inez Wilson, Lizzie Mae Williams, Elizabeth Street and Ella Mae Rollins, in the line; Margurette Simpson, producer; Baby Mabel and Frieda, sister team; Marron Lee Dickens (leader), Chick Edwards, Louie Williams, Buck Able, W. Jones, Charlie High, Rollin Williams, Will Jamerson and Harry Humbard, band and orchestra. Francis-Francos—Mrs. H. S. Trainer, talker; T. E. Leggett, tickets; Charles Gunderson, lecturer. Monkeyland—Capt. Lako, manager and trainer; James Hill, tickets; George West, front; Walt Hill, props. Salon of Art—Thomas Perry and Art Haines, managers and operators; Viola Haines, Alice Perry, Margurette Thompson and Thelma Mann, models; Luke Turner, artist. "Life"—Doc Wilson, manager. "Superba"—Robert Landis, manager; W. F. Smith, front. Athletic Arena—Pop Erby, manager; K. O. Webb, boxer; Jimmy O'Cout, wrestler. Baby Rose, fat girl—Doc Swan, manager; Jerry Blackford, tickets. Soyna Lee's Revue—George (Spot) Tipps, manager; Albert Johnson and Bill Streamer, tickets; Art Jamison, M. C. Happy Walters and Johnny Saunders, comics; Soyna Lee, soberet; Little Princess Pat, Doris Thurlby, Arleen Robinson, Mildred Scott and Doris Wilson, chorus; Louis Rosen, Elmer Tipps and Art Malon, music. Monsters From Sumatra—Jimmie Woods, manager; Oscar Olson, lecturer; Betty Cook, tickets.

Rides—the first seven of the following owned and operated by Mr. and Mrs. Roth: Ferris Wheel—Ray King, foreman; Fred Boris, tickets. Merry-Go-Round—Thure Peterson, foreman; Bill Gaskell, tickets. Loop-the-Loop—Doc Newton, foreman; George Burns, tickets. Chairplane — Cecil Gust, foreman; Lonnie Huto, tickets. Tilt-A-Whirl — Layman Morgan, foreman. Caterpillar — James Keatts, foreman; Jessie Hare, tickets; W. A. Wheeler, clutch. Kiddie Cars—Bert Hill, foreman; Howard Blackford, manager. Jim's Riding Ponies—James Lacey, owner; Mrs. Baker, tickets; Jerry Baker, groom. Loop-o-Plane—Frank Rupp, owner, Mrs. Rupp, tickets. U-Drive-It—Frank Rupp, owner; Ellie Hall, mechanic.

Concessioners: Cookhouse, Mr. and Mrs. Jack Kennedy, operators. Mrs. Patsy, pop corn and carmel corn. Bob Robinson, diggers. Art and Mary Ann Alexander, one; Jerry Greenlee, agent. Ball games, Catherine Rubin, Evelyn Blackford and Marcelyn Ortagus, agents. Cigaret shooting gallery, Inez Moore and Edna Burns, agents. Ed and June Rutledge, two; Phil Spence, one; John and Ann Gallager, corn game. Hymie Cooper, 10—Andy Johns, Joe Soret, John (Curly) Lane, Teddy Baker, Jack Burke, Ray Kelley, Harry Rubin, Bob Quinlan, Cy Slovin, Harry Bosco, Larry Bern, Joe Reynolds, Charles Edwards and Tom Newnan, agents; John Lane, concession manager.

Staff: L. E. Roth, manager; Mrs. L. E. Roth, secretary-treasurer; Robert (Bob) Kline, general agent; George Mitchley, special agent; Starr DeBelle, press representative; Billie Davis, chief electrician; E. P. (Happy) Sumrall, superintendent transportation; Howard Blackford, lot superintendent; George (Spot) Tipps, general announcer; Capt. Ed Andrews, watchman; Ethel Gust and Mary Lou Newton, main gate ticket sellers.

EYERLY
LOOP-O-PLANE

"Ride of the Century."
SUPERB ATTRACTION.
MODERN-AERONAUTIC.
PROFITABLE
For Permanent and Portable Ride Operators.
"EIGHTY Units Sold in 1935."
"THERE'S A REASON."
Write for Our Easy Finance.

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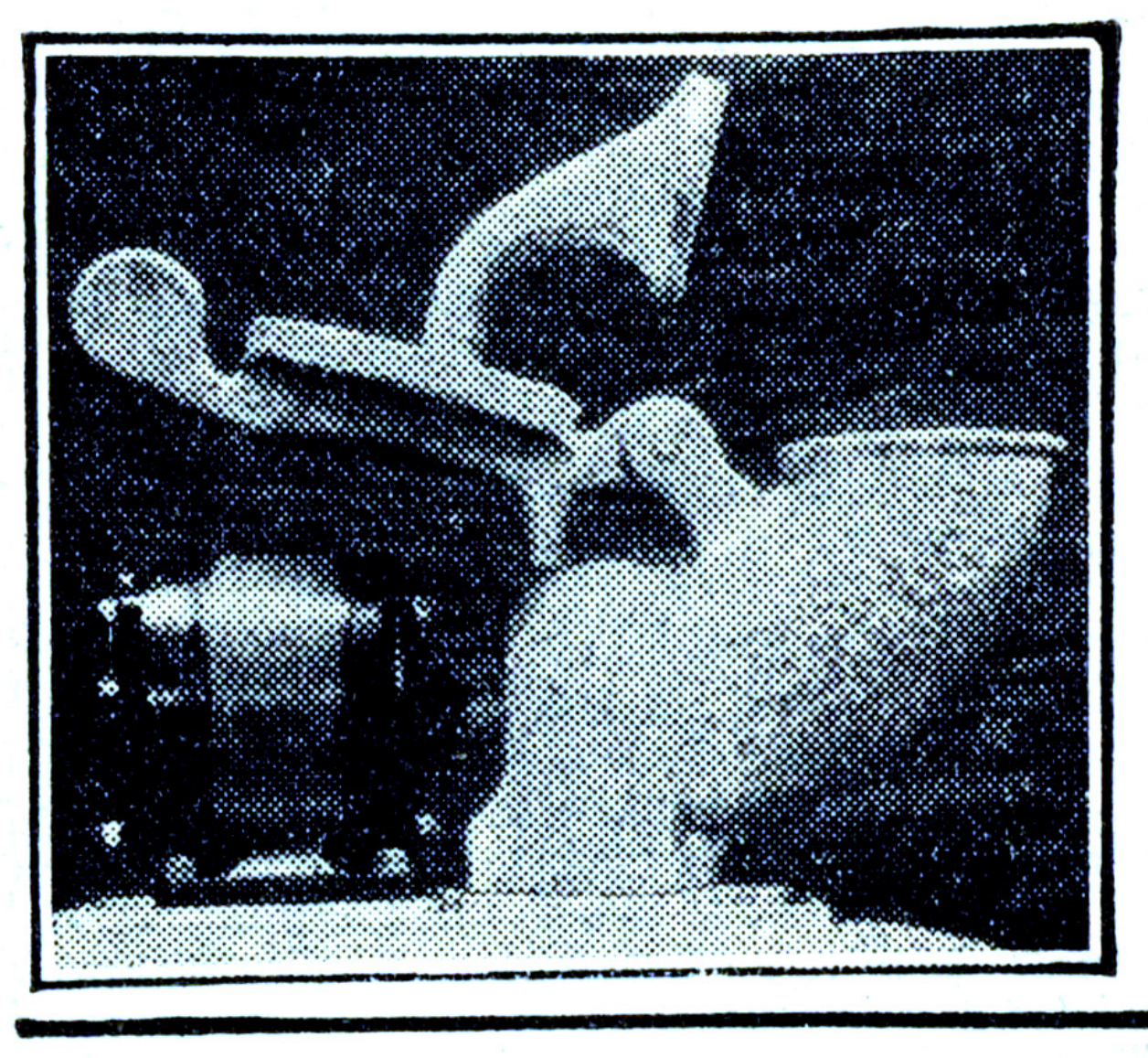
SALEM, ORE.
ABNER K. KLINE, Distributor.



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$39.50

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POPCORN
5c AND 10c PACKAGE

DELICIOUS—Good Profits. Also Popping Corn of All Kinds. Write for Samples and Prices.

STAR BRAND POPCORN CO.
394 Hudson St., New York

FREAKS and ACTS
Wanted for Side Show

Also good Mental Act and Annex Attractions. Can place Talkers, Lecturers and Grinders.

F. W. MILLER
c/o Corona Hotel, ST. LOUIS, MO.

J. J. PAGE
SHOWS

CAN PLACE sensational Free Act to join at once. Good opening for Legitimate Concessions, reasonable rate. WANT Acts for Side Show, also Talkers and Grinders. CAN PLACE one more Flat Ride and Kiddie Rides. Address J. J. PAGE, Manager, Columbia, S. C., this week; Johnson City, Tenn., next week.

HAND'S PARK

FAIRMONT, MINN.

Will open June 14th by giving away a Hudson-Terraplane. Concessions, Rides, Baseball solicited.

HIGH STRIKERS FOR 1936 AT $35.00

DOUBLE STRIKERS at $65 up, according to size. ALL STEEL PARTS used in "Moore Made" Outfits, strongest strikers we have built in 25 years. Prices on all sizes lowest ever. Send now, stamp for catalog of these great money earners to **LAPEER HI-STRIKER WORKS, Lapeer, Mich.**, and get GOING STRONG IN 1936—It's the big season ahead with a new "Moore Made.".

PAMAHASIKA'S DOG, PONY, MONKEY,
BIRD CIRCUS

The Original Unit. Invites Offers for the Summer Season. Nothing Better for Resorts. Great for Concert for Big Show. This attraction is indorsed to be the BEST. Write **GEO. E. ROBERTS, Manager, 515 W. Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.**

CATERPILLAR FOREMAN
WANTED

F. B. CARVER wire at once.
MARKS SHOWS
RICHMOND, VA.

BUD HAWKINS CIRCUS

WANTS one more Big Show Act, Team or Trio doing two or more, with house car; Domestic Animal Acts. WILL BUY Wild Animals for Menagerie. **BUD HAWKINS, Murray, Ky.**

ATTENTION !

CARNIVAL AND TENT SHOWS

We Have Something New In

DATE
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Why Pay More When You Can Get Assorted Beautiful
PICTORIAL PAPER
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50 14x22 Pictorial Window Cards. 4 Colors Dated.

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Your Own Engraved Name Slug on All Date Sheets FREE.

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100 14x22 Pictorial Window Cards. 4 Colors Dated.

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Horrow Boys Have the Winning Items

Write for Confidential Price List
(Mention Your Stores)

"EVERY NEED FOR THE CONCESSION TRADE"

HORROW NOVELTY CO.
215 Market Street, PHILA, PA.

We Play 16 Fairs Including
NEW YORK STATE FAIR
Syracuse,
Labor-Day-Week

GRUBERG'S WORLD'S EXPOSITION SHOWS

Show Opens APRIL 18, Greensboro, N.C.
Auspices GREENSBORO POLICE DEPT.
On Main Street Opposite O'Henry Hotel

We Play 16 Fairs Including
NEW YORK STATE FAIR
Syracuse,
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WEEK OF APRIL 27, HIGH POINT, N. C., GUILFORD COUNTY LIVE STOCK FAIR, Followed By the Strongest Route of Still Dates. Every Spot Strongly Promoted—Tremendous Advertising Campaigns.

CAN PLACE Tilt-a-Whirl—Caterpillar—Kiddy Rides, Pony Track. SHOWS—Darkest Africa—Fat Show—or Any Other Outstanding Grind Shows. NOTE—Will Book or Buy a No. 12 Wheel.

Ike Faust Wants Agents for Coupon Concessions. Agents Who Worked for Me, Come on.

CONCESSIONS ALL OPEN—E. B. BRADEN, Concession, Mgr.

Ride Help Wanted—Foreman for Lindy-Loop, Merry-Go-Round, Ferris Wheel.

Write or Wire **MAX GRUBERG**

Roxboro, N. C., Until April 15; After That, Greensboro, N. C.

WANTED -- RIDES, SHOWS -- WANTED

Two Consecutive Weeks, September 14 and September 21.
FALL CELEBRATIONS in two close cities on streets. No concessions wanted.
Address KEOKUK CHAMBER OF COMMERCE, Keokuk, Iowa.

R. H. WORK SHOWS

WANT FOR LONG SEASON,

Sensational Free Act, High-Class Girl Revue, Organized Minstrel Show, Monkey or Dog and Pony Show. WILL BOOK any New and Novel Show. CAN PLACE Loop-the-Loop, Loop-o-Plane, Ridee-O, and Kiddie Ride. Good opening for Legitimate Concessions. Those booked wire or write at once. Show opens April 13 in Virginia. Address

R. H. WORK, Burlington, N. C.

LOOK!!! 20 WEEKS IN NEW YORK CITY

GERARD'S GREATER SHOWS OPENING APRIL 11th

Wanted Foreman on Whip, Eli Wheel, Merry-Go-Round. All help must be reliable. Will Book or Buy Loop-o-Plane and Chair-o-Plane or any other rides that do not conflict. Can Place Grab Joint, Candy Floss, Shooting Gallery, Hoop-La or any other Grind Concessions. Will Buy Complete Arkansas Kid Game. **CHARLES GERARD, Suite 611, 1545 Broadway, New York City.**

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ESTABLISHED 1900

Thirty-six years producing the world's finest rotary automatic ejecting, self-separating, dry popper. The popper that can be filled without stopping. The best for coated, candied or creamery buttered popcorn. For gas or gasoline fuel.

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Poppers for All Purposes and Locations

CORN POPPERS — PEANUT ROASTERS
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ARTICO GUARANTEED PRODUCTS

BEST FOR THE LEAST MONEY

WE SPECIALIZE

CIRCUS, CARNIVAL, FAIR, PARK, BASEBALL, AND AMUSEMENT TICKETS OF ALL KINDS

ROLL — RESERVED COUPON — FOLDED
TICKETS

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Get ready for a big carnival season with a fresh line of New and Flashy Money-Making Numbers. We have in stock the largest collection of Premium Goods that will give your store the greatest play on the midway. Corn Game and Ball Game Numbers our specialty.

LOWEST PRICES. 25% DEPOSIT ON ALL ORDERS.
GOODS SHIPPED SAME DAY ORDER RECEIVED.
SEND FOR LATEST PRICE LIST.

KARR NOVELTY CO., Inc., (Formerly Karr & Auerbach) **427 Market St., Philadelphia, Pa.**
PHONE: LOMBARD 5242

Juice -- Snow and Cream Supplies

Concentrates, Extracts, Colors and Compounds. 1 quart Orange Comp. makes 50 gallons juice. Price $1.50 quart. Pure concentrated Apple Cider, Extra-Strong Root Beer. Flash Bowls, Hinky Dink Glasses and Circus Glasses, Vortex and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc. Powdered Skim Milk, Malted Milk.

WRITE FOR TROUPERS' PRICE LIST.

WESTERN EXTRACT & MFG. CO.
111 N. E. 10th Street, Oklahoma City, Okla.

Wanted! INTERMOUNTAIN SHOWS, Inc. Wanted!

SUCCESSORS TO GREATER KENNEDY SHOWS.

P. O. BOX 853 - - - - PORTLAND, ORE.

Opening first week in May. Route given interested parties. Want Cookhouse, Bingo Game and other Legitimate Concessions. Open for Ten in One Show, Hill Billy, Snake Pit must be good. Will book Loop-A-Plane, with or without transportation. Want experienced man for Baby Q Swing and experienced electrician. Address all communications to

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to The Billboard, Woods Bldg., Randolph and Dearborn Streets, Chicago.

Congratulations on Appointment of New Coin Machine Editor Pour In

To The Billboard

"Congratulations on securing services of Tom Murray. We know his association with you will react to the general good of your publication and the industry at large. Good luck and best regards to you both."

W. W. WOOLLEN,
General Sales Manager, Buckley
Manufacturing Company.

"Both Mr. Davidson and I want to congratulate you on the selection of Tom Murray as the new editor of your coin machine section. We have the utmost respect for Tom's ability, and we know that he will fill the bill."

CARL T. MORRIS,
Morris & Davidson, Inc.

"Congratulations on the acquisition of Tom Murray as editor of your coin-machine department. I feel sure that with his knowledge of the business he will prove a great benefit to the operators thruout the country in his new undertaking and meet with the entire satisfaction of all in the industry."

FRED MANN,
Organized Operators of Chicago.

"News that Tom Murray has become associated with *The Billboard* is right in line with progressive spirit *The Billboard* has always striven to maintain. Tom Murray possesses a great deal of ability and will now tell the coin machine world the news on amusement machines in splendid and true fashion."

FRED C. McCLELLAN, President,
Pacific Amusement Manufacturing
Company, Chicago-Los Angeles.

"Congratulations on Tom Murray's connection with you in an editorial capacity. Nobody quite knows the amusement machine business as does Tom. His intimate knowledge and instinct will prove a big asset to *The Billboard.*"

JACK KEENEY,
J. H. Keeney & Company, Chicago.

"Announcement of Tom Murray's connection with your publication greatly enhances the news value of *The Billboard.* His editorial comments have always reflected deep insight into operating trends and markets in the amusement machine business."

KENNEDY & COMPANY,
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"Congratulations to one of the finest men and one of the best editors in the coin machine industry. We know he will meet with nothing but success in his new, important position. Our relationship with him has always been most pleasant. We recognize his unusual ability and send the best wishes of our entire organization."

ROCK-OLA MANUFACTURING
CORPORATION, Chicago.

"Previous contacts and business negotiations with Tom Murray make it impossible to refrain from extending our congratulations on your selection of Tom as the new editor of your coin machine department." JERRY WERTHIMER,
Ad-Lee Company, Inc.

"Let me congratulate you on your selection of Tom Murray as coin machine editor. The service and co-operation Tom has given us in the past and his willingness to go to great pains to see that every detail of a publicity story is correct, makes me confident that he will make your coin machine section a greater asset than ever to the industry."

HERB JONES,
Bally Manufacturing Company.

"Great stuff, *Billboard.* We know that your fine coin machine section will maintain its excellent editorial policies with Tom Murray at the helm."

GERBER & GLASS.

"Our hats are off to you in selecting Tom Murray as the new editor of the coin machine section of your publication. Mr. Murray enjoys our utmost respect and confidence. We wish him the best of luck." GENCO, INC.

"We don't know of anyone more capable than Tom Murray to fill the bill as editor of the coin machine section of *The Billboard.* He is known thruout the industry and everyone, including ourselves, highly respects him. Here's to you for even greater success!"

CHICAGO COIN CORPORATION.

"Congratulations, *Billboard,* and Tom Murray! It looks like a great combination to me." HENRY W. SEIDEN,
Henry W. Seiden & Company, Inc.

"Your selection of Tom Murray as coin machine editor was good news to our organization. His unceasing co-operation of the past, backed by a thoro knowledge of the automatic phonograph business speaks for itself."

J. P. SEEBURG CORPORATION.

"Your appointment of Tom Murray to the editorship of the coin machine section of *The Billoard* affords me great personel pleasure. I've known Tom a long time and thoroly enjoy being one of his friends." KARL KLEIN,
Groetchen Tool Company.

"We have found thru careful observation and experience that *The Billboard* is really the only medium which gets results for the jobbers and distributors. With Tom Murray as editor-in-chief of the coin machine department of *The Billboard,* we know that the industry will be aided tremendously. Congratulations, *Billboard,* on your popular choice." CARL F. TRIPPE,
Ideal Novelty Company, St. Louis.

"*The Billboard* first, last and always—that's the slogan of the jobbers in the coin machine business. Congratulations to you on chosing Tom Murray as editor of your coin machine department. Keep up the good work and may you live long and prosper." JACK ROSENFELD,
Union Novelty Company, Inc.,
St. Louis.

"You have made a wonderful choice in making Tom Murray editor-in-chief of your coin machine section. Sincerely hope he continues the marvelous work, nationally, with your great paper that he has started in Texas. Congratulations to both *The Billboard* and Murray" WILLIAM B. BETZ,
W. B. Specialty Company, St. Louis.

"As one of the oldest and foremost jobbers and operators in St. Louis, please let me extend my congratulations to *The Billboard* on its choice of Tom Murray, of Texas, as editor of the coin machine department."

LOUIS D. MORRIS,
Morris Novelty Company, St. Louis.

"In behalf of the Missouri Amusement Machine Association of St. Louis, I want to congratulate *The Billboard* on the selection of Tom Murray as editor of the coin machine section. We, in St. Louis, know what Murray has done for the industry and sincerely hope he will continue the good work. The association here is behind him 100 per cent."

JOHN H. BECKMANN,
Secretary Missouri Amusement
Machine Association, St. Louis.

"Congratulations. Our loss is your gain in acquiring Tom Murray."

AUTOMATIC AMUSEMENT CO.,
Fort Worth.

"Congratulations on getting such a fine, outstanding man as Tom Murray, to join your organization. We will miss Tom here in Texas. He has always been a tireless worker and friend to our association. He gave freely of his time and money and space in *The Automatic World.* Texas looses, *Billboard,* gains."

JOHN A. BACKMAN,
Secretary Texas Coin Operated
Vending Machine Association.

To Tom Murray

"You are to be congratulated, Tom, on your new position. No doubt, this advancement for you was due to your broadmindedness and square-shooting methods which you have gained in your editorial work. Not only will *The Billboard* gain by your association with them, but thousands of operators, jobbers, distributors and manufacturers will benefit likewise. I know, Tom, that I can always count on you as a friend, also as a friendly editor when it comes to giving the right kind of news which is beneficial to the coin machine industry. May your tenure of office be for many years to come." JOE HUBER.

"May you enjoy every conceivable success in your new capacity as editor of the Amusement Machine section of *The Billboard.*" JEROME J. KAHN,
Standard Transformer Corporation.

"As we say in our ads, Tom, it's all in the point and we know you are pointing for great success in your new capacity as editor of the Amusement Machine section of *The Billboard.*"

ART OLSON,
Permo Products Corporation.

"In Kansas City we feel that the only

(See CONGRATULATIONS page 130)

Music Operators Elect Officers

CHICAGO, April 4.—At the meeting of the Illinois-Indiana Music Operators' Association, held at the Hotel Sherman here Thursday evening, March 26, the following officers were elected: Attorney Henry A. Kaufman, Chicago, president; E. W. Reed, Chicago, vice-president; L. W. Fredericks, Glen Ellyn, Ill., secretary-treasurer. It was voted to hold meetings on the last Thursday of each month at the Hotel Sherman. All music operators in the territory are urged to attend these gatherings.

The turnout to the March 26 meeting was surprising. There was a strong individual urge to organize, dictated by a desire on the part of the individual operator to conserve his income and assets. The question was thoroly discussed, and with startling frankness as to whether or not the individual operator would be unquestionably and directly benefited by joining the association.

"It was amazing to me," states President Kaufman, "to find how much goodfellowship and sportsmanship had resulted from only two previous meetings. Being inclined to view with some skepticism the value of association meetings and having attended association meetings in other fields at which continual bickering and petty arguments frustrated the intended purposes, I was amazed and delighted to note the high caliber of the men engaged in the coin-operated phonograph field.

"Naturally enough, there were people there whose interests, they thought, were sharply conflicting. We did not attempt to gloss over these differences, but, on the contrary, fully and completely aired all the matters in controversy and even permitted harsh names to fly. After all the commotion had subsided, it was surprising how few actual differences existed.

"One of the important points that came to light at the meeting was the

(See MUSIC OPERATORS on page 130)

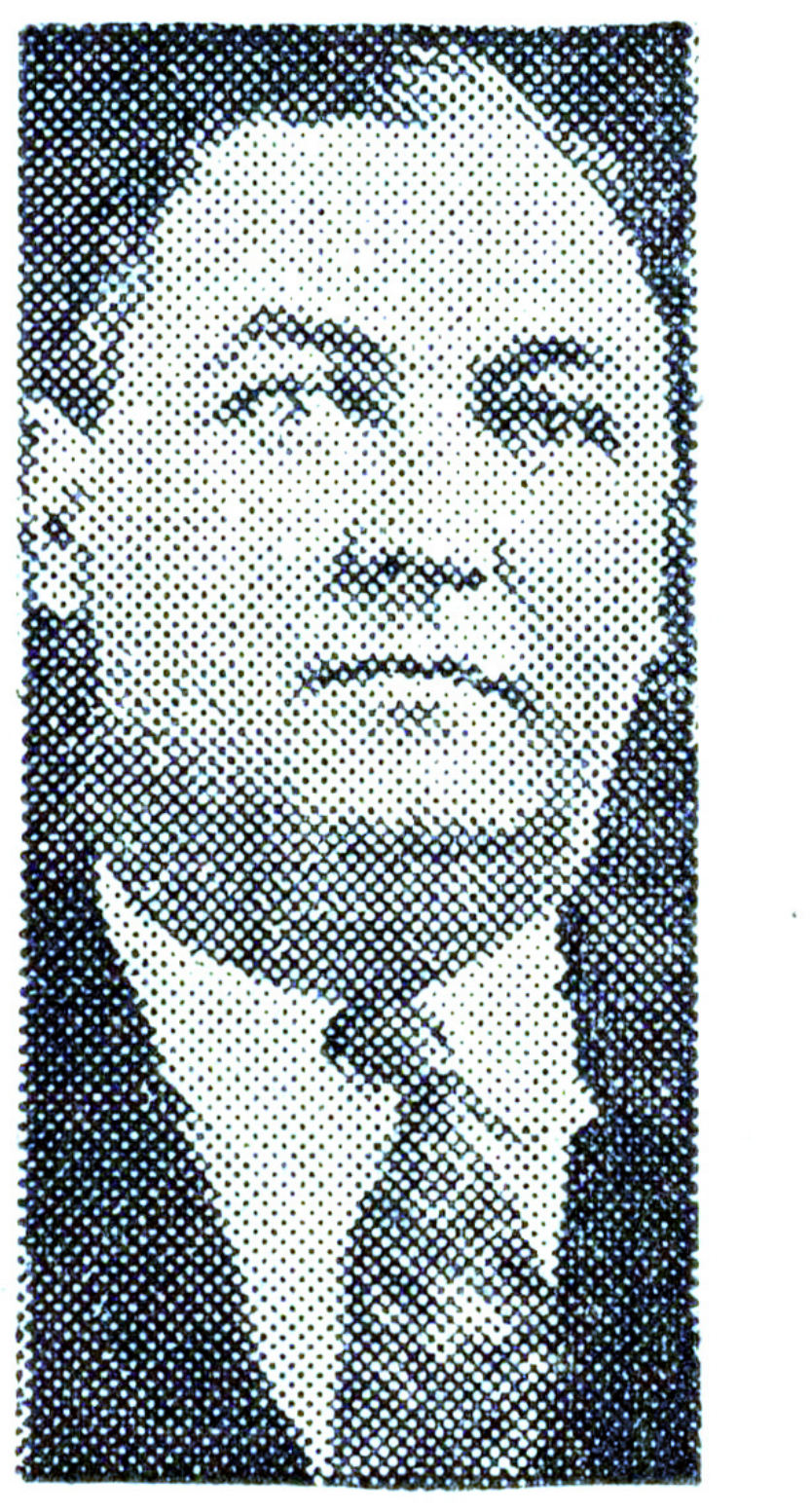
Tom Murray Joins The Billboard Staff

It is with a great deal of pleasure that we announce the appointment of Tom Murray, for many years a prominent and popular figure in the coin machine industry, as the editor of The Billboard's Amusement Machines section, succeeding Walter W. Hurd.

The Billboard's decision to place Mr. Murray in the important position came after a careful survey of the coin machine field for a man capable of giving the coin machine industry the best possible service, both from a news and editorial standpoint. That the selection was a popular one is attested by the huge number of congratulatory telegrams received by Mr. Murray and The Billboard since the news of Mr. Murray's appointment swept the coin machine field only a few days ago.

Tom Murray is one of the most experienced editors in the coin machine publishing field. Heretofore his desire to serve the coin machine industry nationally was somewhat hampered by his being associated with a sectional journal, covering chiefly the South and Southwest. His new position will enable him to fulfill the desire he has long nurtured—to serve the coin machine field from the standpoint of national coverage. Mr. Murray looks upon his new association with The Billboard as a promotion. In making the change he feels that he is coming over to the leading trade paper catering to the coin machine industry. All he asks is the co-operation of every coin machine man and woman in the business.

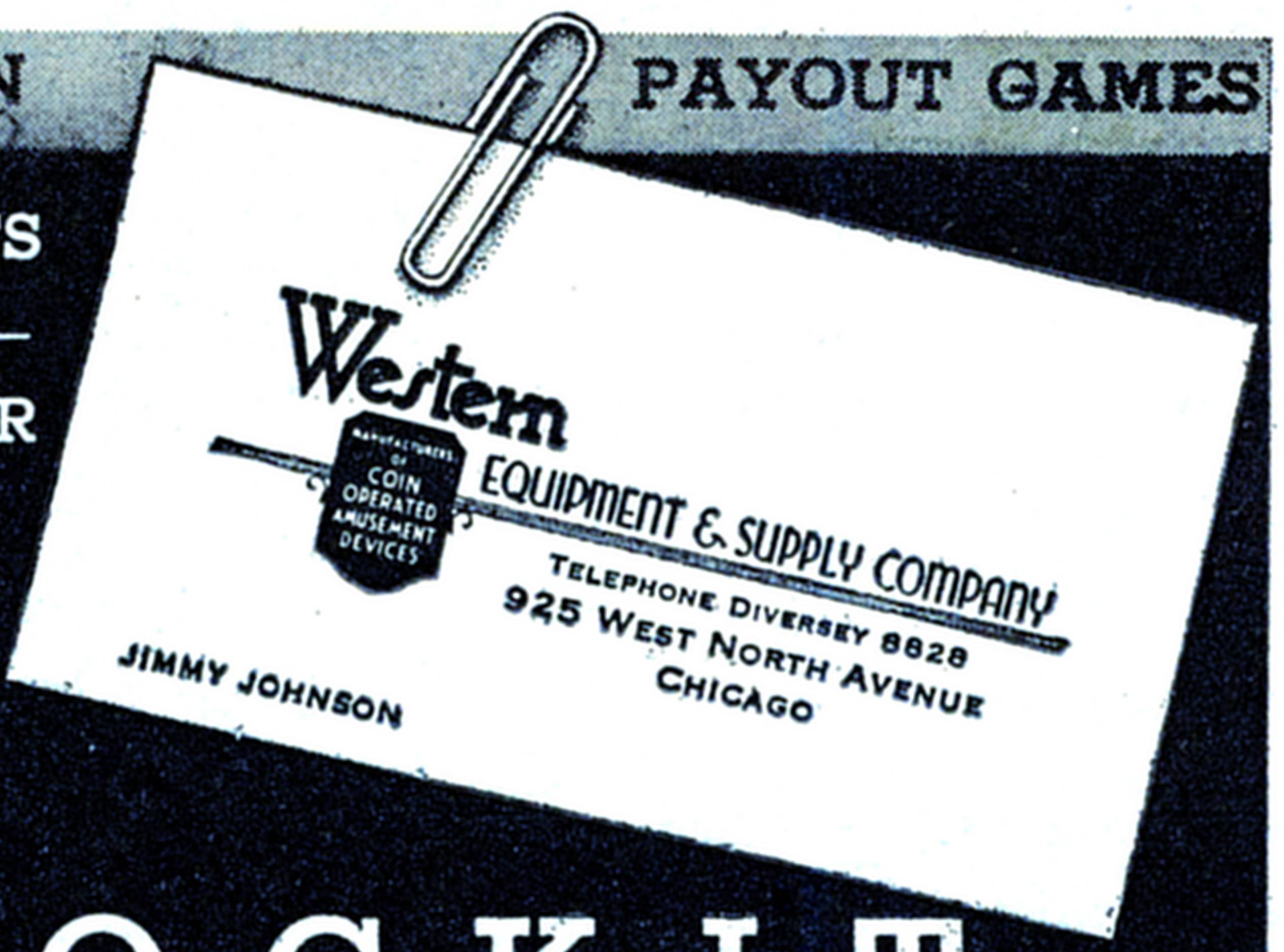
Mr. Murray assumes his new duties this week. His headquarters will be in the Chicago office of The Billboard, located in the Woods Building, Randolph and Dearborn streets, where he will always be pleased to meet his old friends and make new ones.



TOM MURRAY

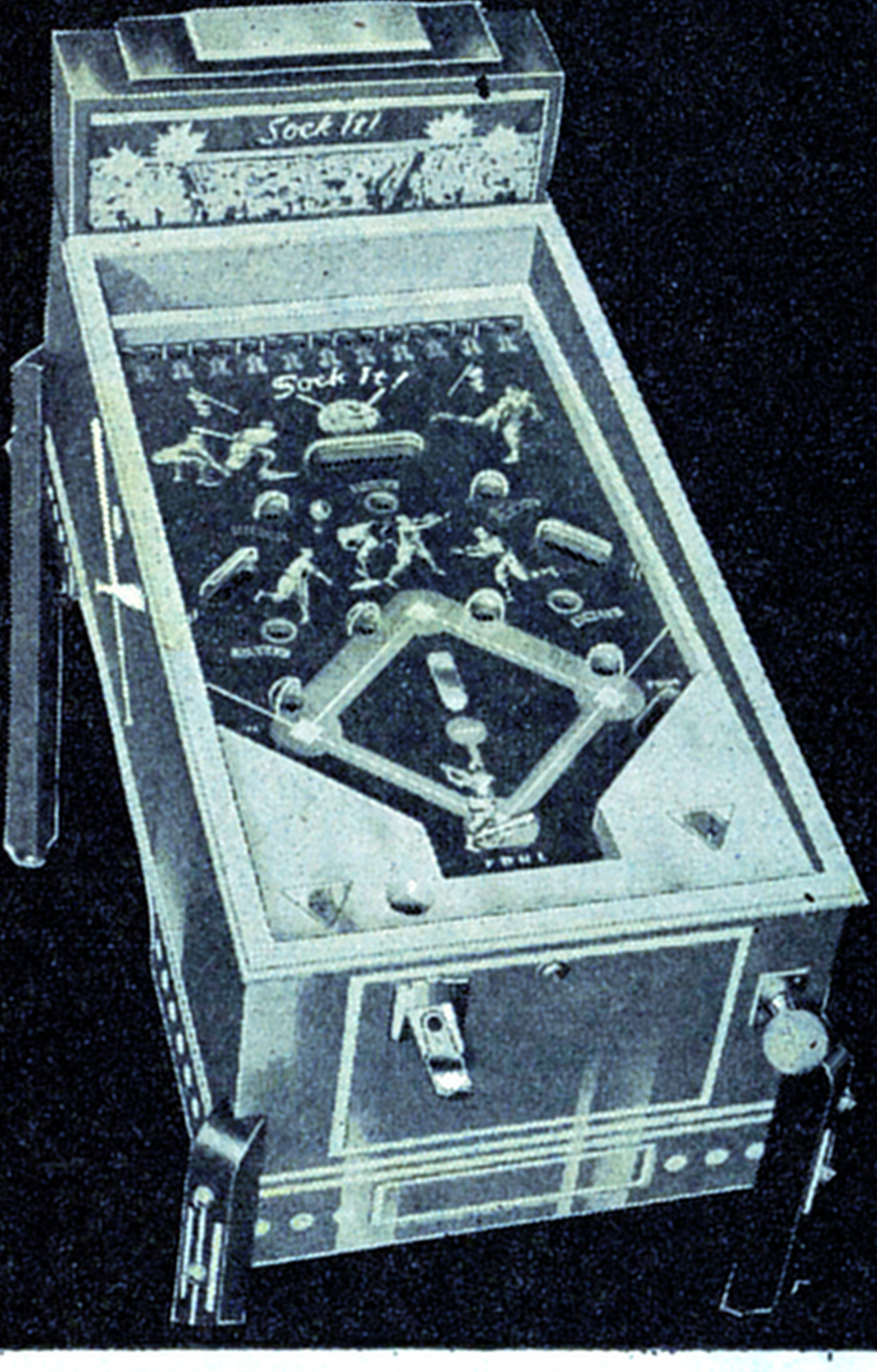
DON'T MISS THE WHOLESALE MERCHANDISE DEPT. BEGINNING ON PAGE 102

THE GREATEST NAME IN PAYOUT GAMES



Western
MANUFACTURERS OF COIN OPERATED AMUSEMENT DEVICES
EQUIPMENT & SUPPLY COMPANY
TELEPHONE DIVERSEY 6828
925 WEST NORTH AVENUE
CHICAGO
JIMMY JOHNSON

NEW ONE BALL AUTOMATIC PAYOUTS
—UNEQUALLED QUALITY—VALUE—
EARNING POWER



SOCKIT

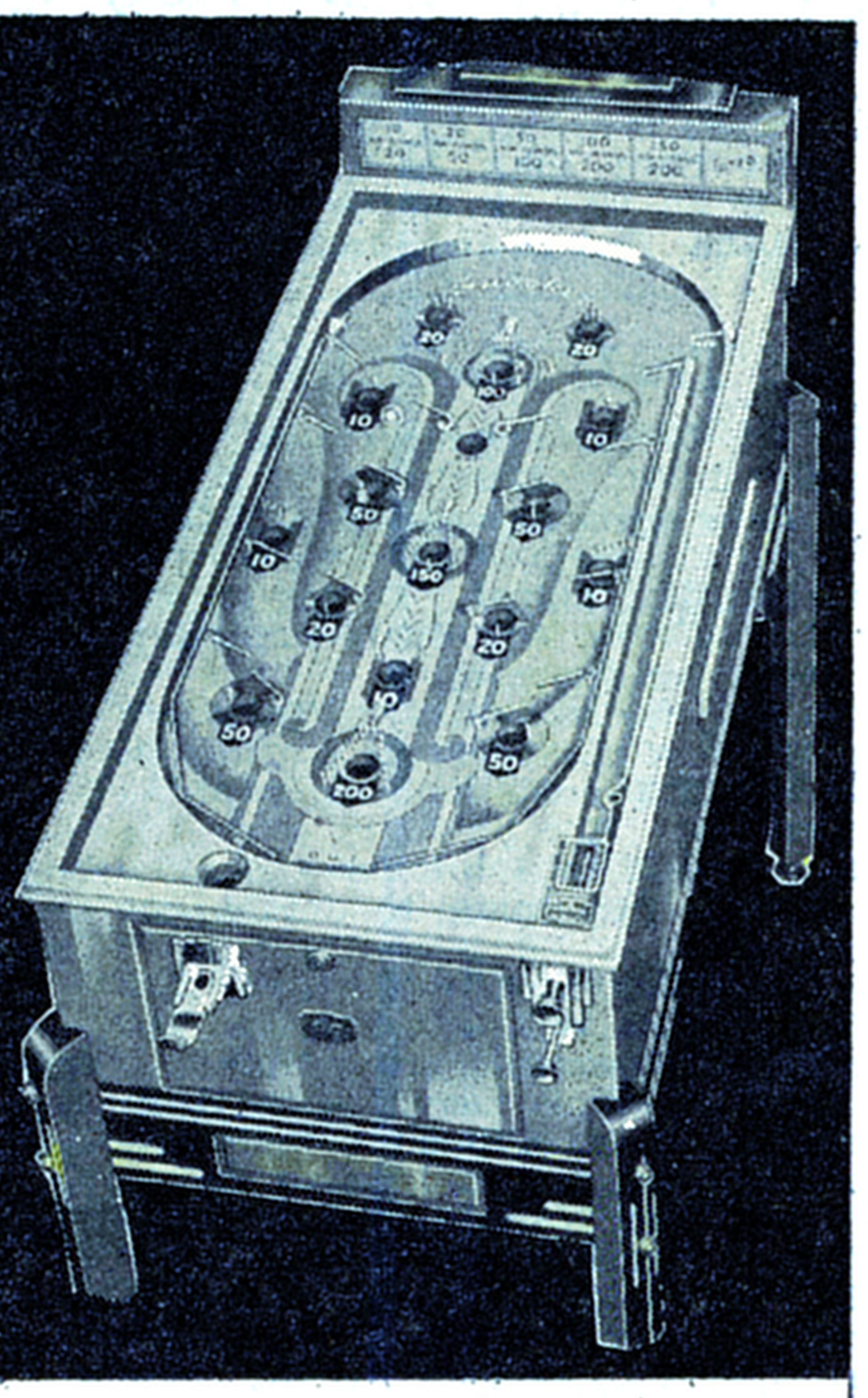
A 1 ball automatic payout baseball thriller. No plunger, the player turns the knob to swing the bat at the automatically pitched ball. Balls hit into sacrifice, single, double, triple or homer pocket, automatically pays out as high as $1.50. A missed ball is automatically pitched until hit. If backboard lites when coin is inserted, SOCKIT automatically pays double with the exception of the Homer pocket. Deluxe Cabinet 22" x 48" —Western's Proven Payout Unit.

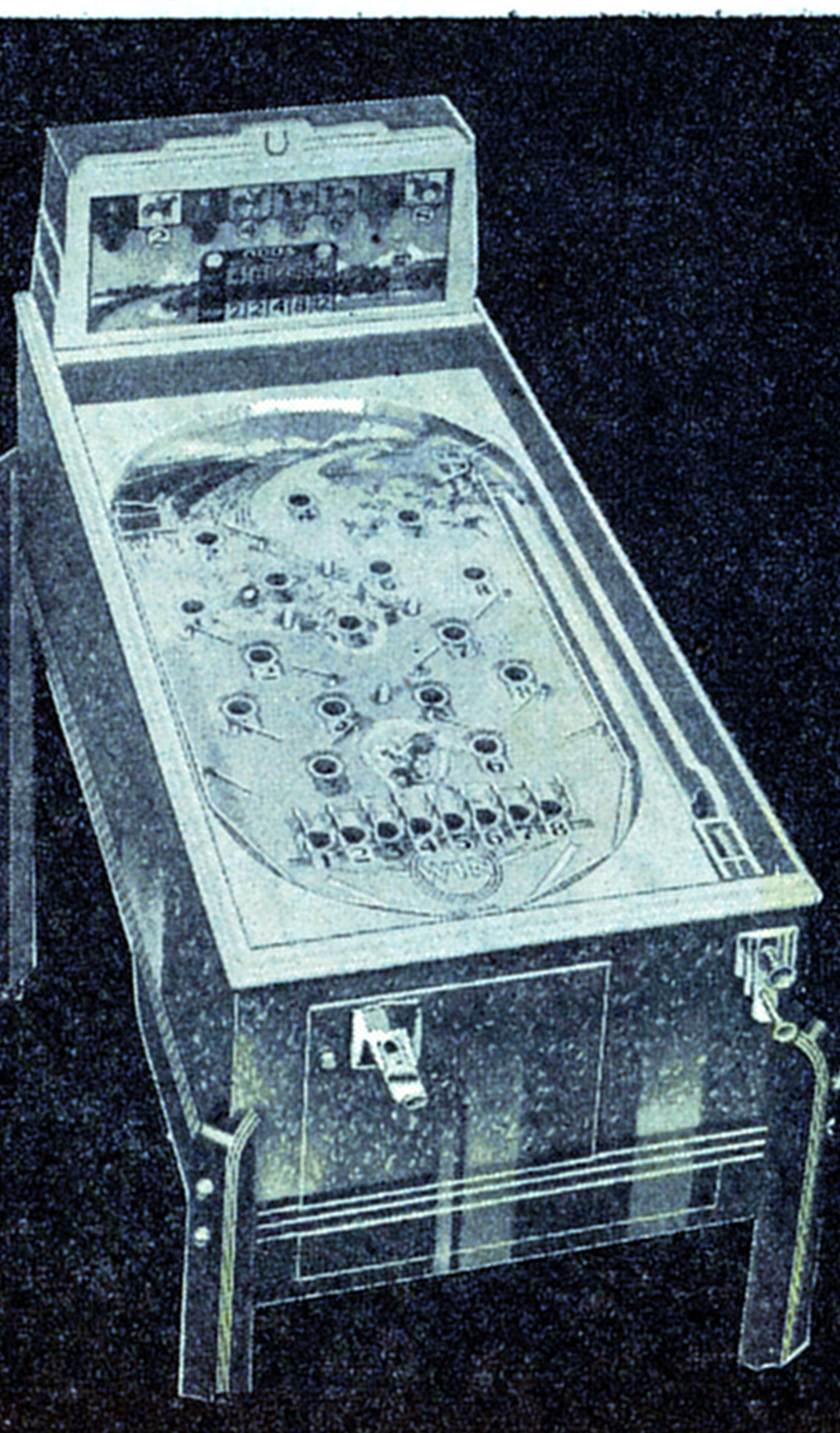
$99.50 CHECK SEPARATOR $5.00 ADDITIONAL

SNOOKER

A super 1 ball automatic payout with Changing Odds that Lites-Up on Backboard. Odds change with each game to show, for example, the $1.50 pocket now rewards $2.00, the $1.00 pocket now rewards $1.50, etc. Great player inducement because very often it gives player a chance at two $2.00 pockets, two $1.50 pockets, etc. Beautiful big 22" x 48" cabinet, 1 inch bronze ball, Western Positive Payout Unit.

$99.50 CHECK SEPARATOR $5.00 ADDITIONAL





RACES

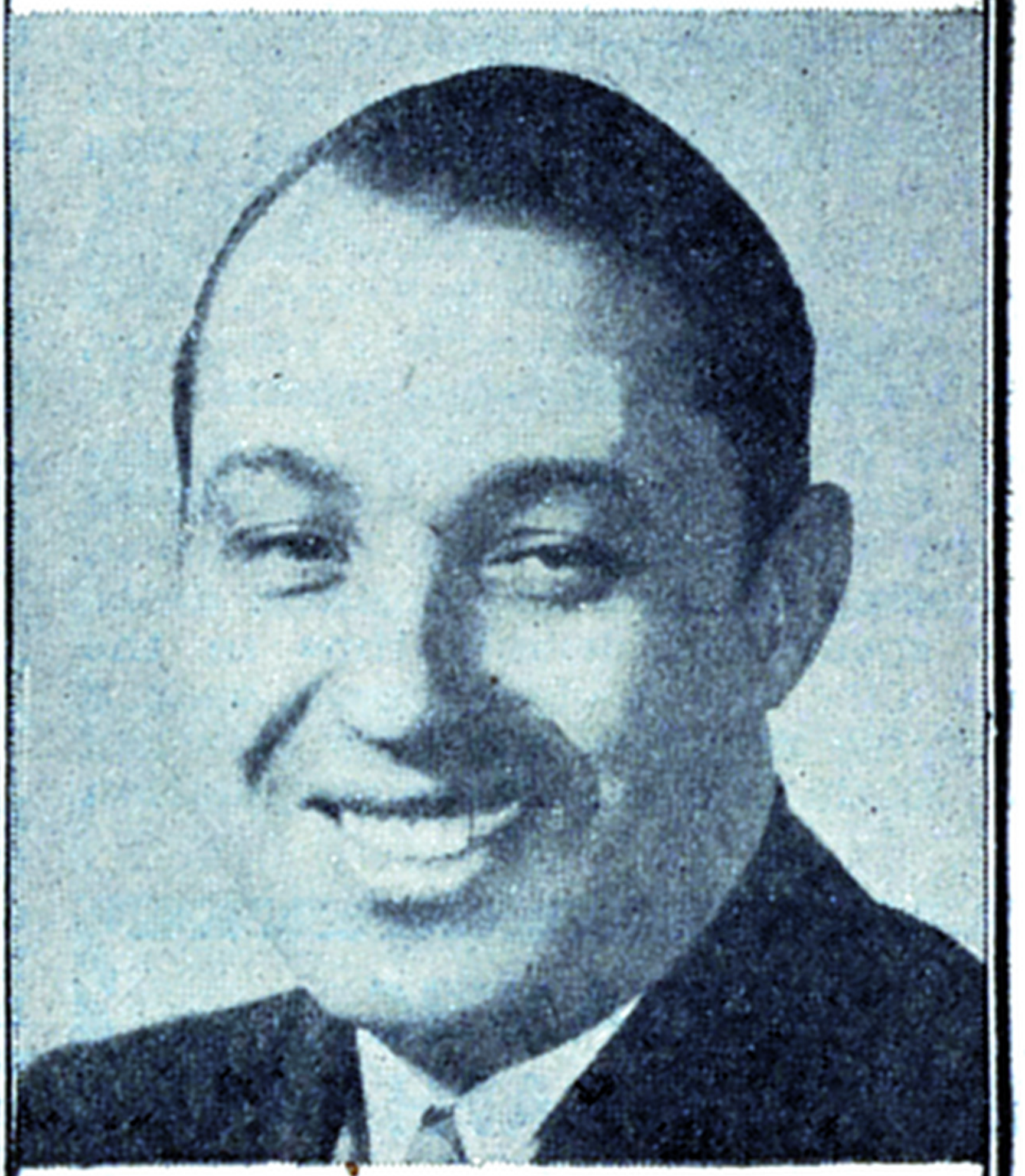
1 Ball Automatic Payout-Changing Odds —Multiple Coin Slot—Adjustable Payout Mechanism. When coin is inserted lite-up rack shows Horse and Win, Place, Show Odds. Eight horses may be played, each coin lighting up an additional horse and changing the odds. After eight horses appear, player may insert additional coins to try for 40 to 1 odds. Often RACES "takes" upwards of 20 coins on one game. Large, Attractive 24" x 50" Cabinet—Western's Fast Positive Payout Unit —1 Inch Bronze Ball.

$125.00
STANCOR UNIVERTER OR BATTERIES OPTIONAL

$135.00
TICKET MODEL
*
CHECK SEPARATOR
$5.00 ADDITIONAL

Buy Western Products

NOW REPRESENTS WESTERN EQUIPMENT & SUPPLY CO.



Sam May

The thousands of friends of Western Equipment & Supply Company will be happy to learn that Sam May, nationally known traveling sales representative, is now representing this organization in the same capacity. "Smilin' Sam," as he is popularly known by his vast acquaintainship, is one of the best known men in the coin machine business. Since 1914, exactly twenty-two years, Mr. May has been travelling these United States selling coin operated amusement devices. Previously connected with two of the largest coin machine companies in the industry, here's what Sam has to say.

"I am most enthusiastic about representing the Western Equipment & Supply Company. After seeing the new Western line, well fellows, they're in a class by themselves; they have no competition. Now, I am in a position to offer you the finest payout games you can buy. at prices so remarkably low, you'll wonder how "Jimmy" Johnson does it.

"I'm just so darn anxious to show you Sockit, Snooker, Races, Harmony Bell and Punch "a" Lite, my feet are itching to get going. I'll be seeing all my friends soon."

P. S. "Just a friendly tip! You can't go wrong by ordering the three Western payouts advertised on this page right now. Brother, they're hot!"

Buy Western Products

Windy City Breezings

Jack McClelland, of the National Amusement Company, Los Angeles, was a prominent visitor in Chicago last week, spending considerable time at the various factories represented by the enterprising Coast distributing house. Jack was accompanied by his charming wife, who with him enjoyed thrill after thrill, especially those offered by the fireworks—we mean the real fireworks.

One big party at the Hotel Sherman included many prominent people of the industry, among them Art Garvey, of Bally Manufacturing Company. Art made a big name for himself playing football with Notre Dame in the days of George Gipp and more recently with the Chicago Bears pro football team and later with the New York Giants. Jim Buckley, of Bally; Sammy May, Jack Sloan, Mr. and Mrs. Jack Keeney; Nick Males, of De Luxe Amusement Company, of San Antonio, were also present.

Eddie Ross, of the Oriole Coin Machine Corporation, was a little late in arriving, having as an excuse, as usual, the closing of some big business deals. Eddie spent considerable time in the Windy City and probably took back a bag of big surprises when he returned east. Eddie said the Oriole Corporation took it on the chin for a tremendous loss of phonographs during the recent Pittsburgh flood. It is the only type equipment the corporation operates in the Pittsburgh territory.

George Ponser, of the George Ponser Company, of Newark, N. J., just flew around to all the prominent manufacturers and made some important deals, then hurried back east to tell everybody about them.

Walter Tratsch, president of A. B. T. Manufacturing Company, is back in the Windy City after spending considerable time at his Florida residence. Walter looks the picture of health, dressed in a real coat of Florida tan.

Dick Hood, of H. C. Evans & Company, also has arrived back in Chicago after playing in Florida for several weeks. Dick has one of the show places of Florida.

Prominent at all sporting events is Johnny Watling and his charming wife. They are always seen enjoying the prize fights together at the Chicago Stadium and they always have the same seats. They must surely have a drag some place, as they had almost the same seats at the Ice Carnival, altho the house was supposed to have been a complete sellout several days before the event, which starred Sonia Henie, world's champion figure skater.

Ray Moloney and Jick Buckley, of the Bally Manufacturing Company, are getting ready to make the trip east to dedicate the new Bally Building, which houses the Fitzgibbons Distributors, Inc. Several coin men from Chicago will make the trip for the big event, which takes place April 16. Bring your own fireworks. Everything else will be served.

Leo J. Kelley, of Exhibit Supply, is back in town after a successful trip thru Texas. This is not the first time Kelley has visited Texas and his many friends there were glad to see him again. He must have come back with the bacon, as he was all smiles when he took another shot at the Electric Eye.

Texas Trade Twinkles

The Ft. Worth operators heid their monthly meeting March 30 in Forest Park, where some 50 members and their wives, sweethearts and children enjoyed a big barbecue dinner. It was an interesting meeting and many important problems were discussed.

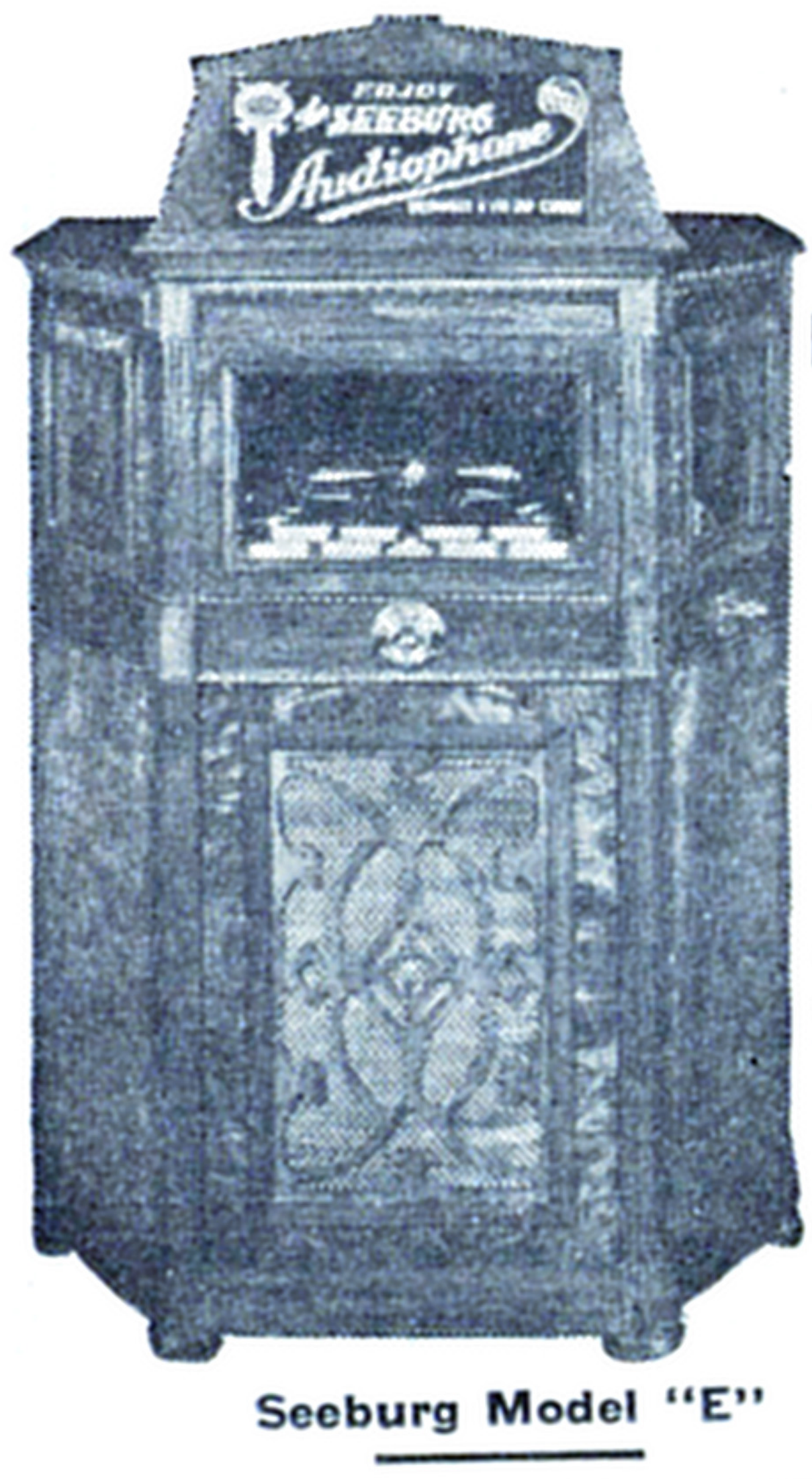
Coin-machine activities in Texas are running along nicely. Some territory in difficulty, but conditions expected to improve soon. The public in general is adjusting itself to a broader and more liberal view pertaining to amusement machines.

The Mid-Tex Novelty Company has opened quarters at Waco. The firm will do extensive operating and selling.

Snacks, the triple merchandiser manufactured by the Trimount Coin Machine Company, Boston, is going well in the Lone Star State. Many of these units are appearing on location and the public is extending a liberal patronage.

Rolfe Stanley, veteran coin-machine distributor, has just opened a warehouse at 717 Walnut street, Houston. Rolfe can now unload shipments right out of the box cars into his front door. He has one of the largest coin-machine warehouses south of Memphis.

GIGANTIC PHONOGRAPH SALE
(Reconditioned and Guaranteed To Be in Perfect Condition.)



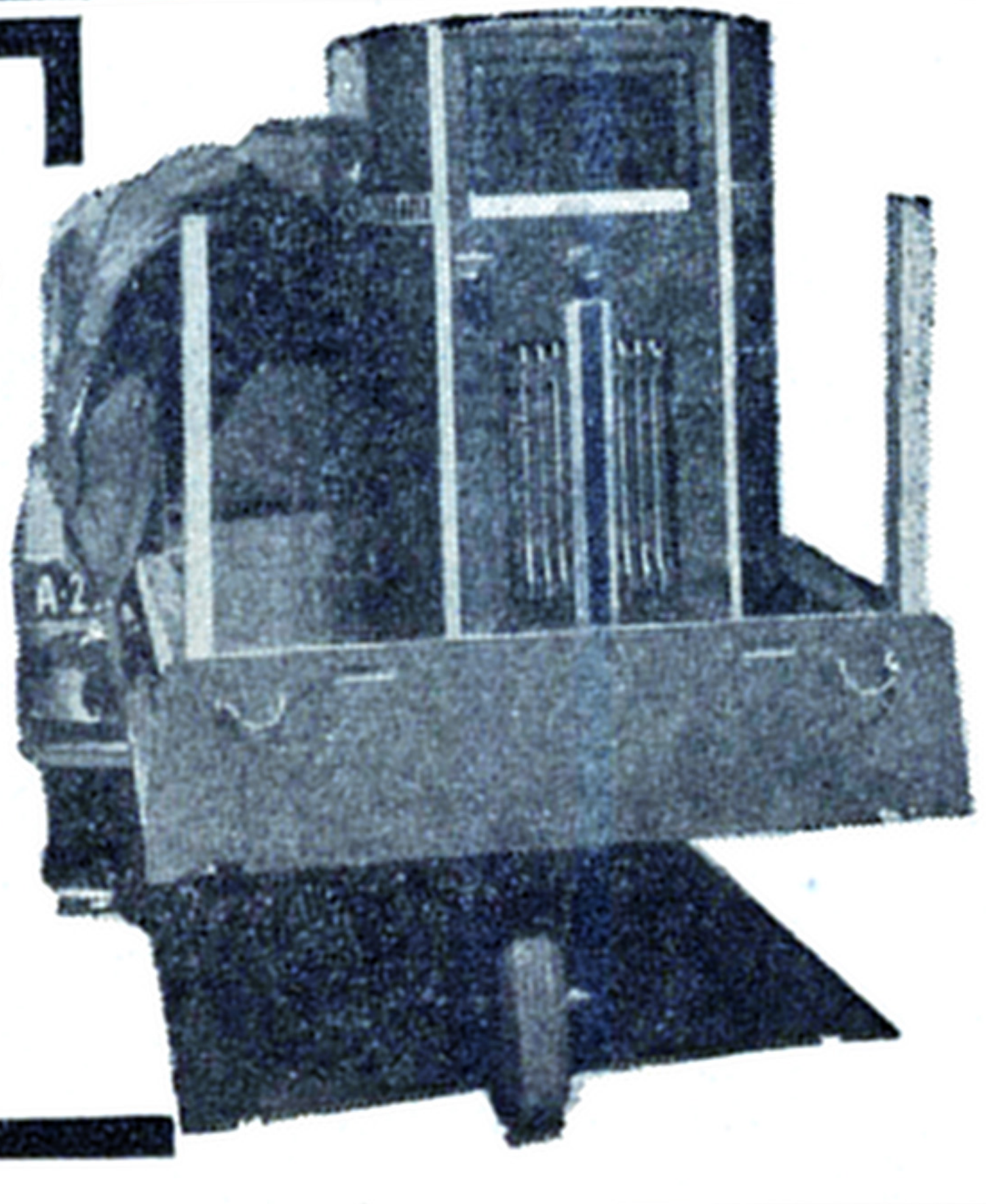
8 Records Selective
Beautiful Modernistic Cabinet.
$95 EACH
Seeburg Model "E"

OTHER PHONOGRAPH SPECIALS
MILLS Model 801 (Hi-Boy . . .$ 70.00
MILLS Model 845 (Troubadour) . 95.00
SEEBURG Selectophone 110.00
SEEBURG Audiophone with Radio 75.00

GRAND CHAMPION
Automatic Mutuel Payout Racing Machine. Used only Two Weeks. Like New $67.00

Terms: 1/3 Deposit, Balance C. O. D.
W. B. SPECIALTY CO. 2507 Marcus Ave. ST. LOUIS, MO.

THIS AUTO TRAILER FREE
WITH ANY THREE COIN MACHINE TABLES PURCHASES OVER $100.00 EACH!
SEND ORDERS OR INQUIRIES TO
HENRY W. SEIDEN & CO., Inc.,
2753 W. NORTH AVE., CHICAGO.



AUTOMATIC PAY TABLES-DIGGERS
SPEEDWAY
PEERLESS
BIG SHOT
BALLY DERBY } 69.50
ELECTRIC EYE...............$197.50
BUCKLEY DIGGERS
TREASURE ISLAND............ 175.00
DE LUXE MODEL............ 210.00
1/3 Deposit With Order.
OPERATORS AMUSE. CO. 2509 Ross, DALLAS, TEX.

MUSIC OPERATORS——

(Continued from page 128)

fact that the operator who cuts prices and solicits the other fellow's locations, does not increase his total average in the long run. On the contrary, he loses money, because over a period of say six months, he finds himself with all his stops on a basis of 50 per cent, with his incomes considerably less than when he first took over the said stops.

"There were various other contributions of interest to all those present. It is the hope of the organization to further present many reasons why the music operator cannot afford, as a matter of dollars and cents, to stay out of our group."

CONGRATULATIONS——

(Continued from page 128)

real medium we have in the coin machine industry is *The Billboard*. We believe *The Billboard* made a marvelous selection when they chose you as editor of the coin machine department. Congratulations." CARL HOELZEL,
United Amusement Company,
Kansas City, Mo.

"Our hats are off to *The Billboard* in selecting you as editor of their coin machine department. You have done wonders in Texas for the industry and hope you will continue the good work thruout the country for years to come. Good luck." A. E. SANDHAUS,
Great States Manufacturing Company,
Kansas City, Mo.

"It was indeed a pleasure to learn that you are to take over the coin machine section of *The Billboard*. You can build up this department, we know, and you will always have our heartiest co-operation. Kindest regards, always."
FINLEY MASON & TIM CRUMMIT,
Central Distributing Company,
Kansas City, Mo.

"Tom, glad to know you are going places." GRANT SHAY,
Mills Novelty Company.

"Congratulations and best wishes for you in your new job as editor of the coin machine department of *The Billboard*. Should prove a great combination working with the Chicago staff."
LEE S. JONES,
American Sales Corporation.

"P. S.— Join us, Tom, at our circular bar."

"It was with great pleasure that I read of your appointment as coin machine editor of *The Billboard*. Heartiest congratulations. JIMMY JOHNSON,
Western Equipment & Supply Company.

"There is only one up-to-date medium for the coin machine business, and as you well know, it's *The Billboard*. With you at the helm of the coin machine department, we in St. Louis know it will prosper. Congratulations."
AL W. MILLER,
Miller Sales Company, St. Louis.

"You, while in Texas, have done wonders for the coin machine industry and we feel that you will carry on the good work nationally for *The Billboard* and the industry at large. Best wishes."
DAN BAUM,
Baum Novelty Company, St. Louis.

"While you were in Fort Worth, I sent you many ads and I know that the loss of *The Automatic World* is absolutely *The Billboard's* gain. Congratulations on your joining the staff of the leading coin machine paper in the world. May you live long and prosper, which also is my wish for *The Billboard*."
HERBERT BESSER,
Besser Novelty Company, St. Louis.

"Congratulations from an oldtimer to an oldtimer. I wish you the best of luck." WILLIAM BLATT,
Supreme Vending Company.

"Congratulations, Tom, and best of luck. Glad we'll be hearing more frequently from you now——each week."
WILLIAM B. RABKIN.
International Mutoscope Reel Company.

"Congratulations on your new connection with *The Billboard*. With your past experience in the coin machine field, I am quite sure that you will do a good job." DAVE ROBBINS,
of D. Robbins & Company.

"The only woman distributor in the field wishes you the best of luck and success in your new undertaking."
BABE KAUFMAN,
of Babe Kaufman, Inc.

"Congratulations, Tom, on your joining *The Billboard* staff. I wish you the best of luck." JACK FITZGIBBONS,
of Fitzgibbons Distributors.

"Congratulations, Tom Murray.
SAM GETLAN,
of United Automatic Sales Company.

"My heartiest congratulations to you, Tom Murray, for the wonderful connection you have made with *The Billboard*. We hope this move proves successful to both you and *The Billboard*."
CHARLES LICHTMAN,
of New York Distributing Company.

Welcome to Tom Murray, the rough-riding Texas Ranger, who I am sure will corral all the best news that is fit to print. My sincerest compliments to Tom and to *The Billboard* for securing his services as the new editor of the coin machine section." BILL GERSH,
of Byrde, Richard & Pound.

"You have made the right move, Murray, and we will give you plenty of co-operation. Good luck, and will see you soon." JOE FISHMAN,
of Amalgamated Vending Machine
Operators' Association.

"Congratulations on your new appointment. Wishing you every success and promising our full co-operation."
SOL KALSOM,
Greater New York Vending Machine
Operators' Association.

"Good wishes and best luck."
IRVING ORNSTEIN,
of Hercules Sales Organization.

"Congratulations, Tom, on your new assignment with *The Billboard*."
HERMAN BUDIN,
of Budin's Specialties.

To The Billboard

"Heartiest congratulations on appointment of Tom Murray to your staff." D. E. HOUSE
DISTRIBUTING COMPANY.

"The Fort Worth Association wishes to congratulate *The Billboard* in securing the services of Tom Murray. We feel that our loss is your gain."
H. J. CLOER, President.

"Have just learned of Tom Murray's appointment as editor of the coin machine division of your splendid publication. We want to congratulate you upon securing the services of this very able man, who has a host of friends among operators thruout the entire Southwest. With Mr. Murray acting in this capacity, we feel certain that *The Billboard* will prove to be even more valuable to the coin machine world in general." LYNCH & FURLOW,
Electric Ball Company.

"Want to congratulate *The Billboard* for having secured the services of what I consider one of the most capable men in the coin macihne industry. I refer to my good friend, Tom Murray, and assure you that I consider this a case of a marvelous publication securing an outstanding journalist."
EARL E. REYNOLDS.

"In all my years' experience in the coin machine business, I know Tom Murray to be a fine fellow and *The Billboard* is to be congratulated on its fine choice of a man who will be a great asset. Congratulations and best of luck, Tom Murray." NAT COHN,
Modern Vending Company.

"I agree with Nat and wish Tom the best of luck." IRVING SOMMERS,
Modern Vending Company.

"I am very glad to hear that Tom Murray has been selected as editor of the coin machine department of *The Billboard*. His many years experience in the business will be a great help to the industry I congratulate both *The Billboard* and Tom Murray and wish Tom the best of luck."
GEORGE PONSER,
George Ponser Company.

"Congratulation on adding Tom Murray to your staff. Have known him for years and feel confident he will prove to be a valuable asset to you."
HARRY RANKOW,
Star Electric Hoist Company.

SPECIAL TRADE-IN ALLOWANCES
- ON USED MACHINES -

Due to the fact that we have a large export order on the following Used Machines, we are allowing these trade-in prices on Any New Machine listed below:

ACT AT ONCE . . . as this order is subject to discontinuance as soon as this foreign order is completed.

. . . *Trade-in Allowance on New Machines Listed Below* . . .

Ace	$19.50	Penny Packs	$ 5.00	Ball Fan	$10.00
Prospector	22.50	Exhibit Ticket Game	15.00	Gold Rush	10.00
Jumbo	35.00	Flashlite	22.50	Stampede	12.50
De Luxe 46	25.00	Wagon Wheels	3.00	Jennings Hunter	15.00
Top Hat	20.00	Horse Shoe	3.00	Kings	6.00
Tackle	12.50	Select-'Em	3.00	Hold & Draw	5.00
Trojan	15.00	Sportsman	10.00	Daval Vender	3.00

— *Above Allowances Will Be Made on These New Machines* —

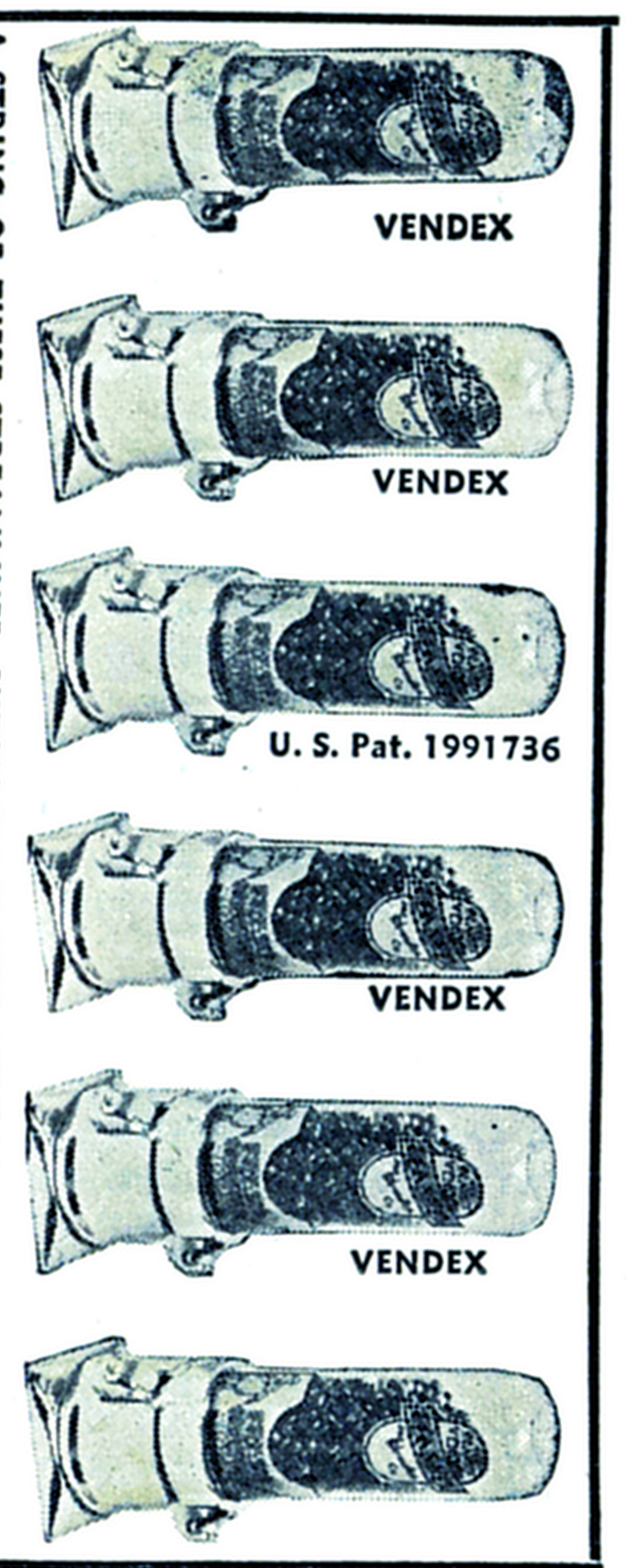
BRAND-NEW-MONEY-MAKERS THAT HAVE BECOME NATIONALLY PROMINENT and SHOW EXCEPTIONAL PROFITS

Daily Races	$125.00	Mad Cap	$47.50	Tycoon	$149.50
Hollywood	89.50	Short Wave	39.50	Multiple	167.50
Sunshine Derby	89.50	Budget	52.50	Pari-Mutuel	177.50
Ditto	44.50	Touch-Off	39.50	Bally Bonus	115.00
Trans Atlantic	44.50	Great Guns	67.50	Pamco Palooka	189.50
Big Casino	89.50	Monopolee		Snooker	99.50
Headlight	65.00	Big Richard			

CONDITIONS: We will accept any 2 of your Used Machines as listed above as Trade-Ins or part payment on any of the New Machines. Your machines must be in perfect condition, and must be shipped to St. Louis, Prepaid. Notification of our approval must be had before any shipment can be made.

WE WILL GLADLY QUOTE PRICES ON ANY USED OR NEW MACHINES NOT LISTED HERE. WRITE FOR INFORMATION.
FRanklin 3480.

BESSER NOVELTY CO.
3020 OLIVE STREET ST. LOUIS, MO.



A STRING OF THESE STREAMLINED CHROMIUM PLATED VENDORS ATTRACT A GOOD INCOME! Built for the Operator who wants a Machine to stand up in continuous use over a long period of years! Endorsed by Successful Operators!

THE VENDEX CO.,
Dept. B,
BOSTON, MASS.

NEW! BARKING DOG

Real BLACK FUR SCOTTY.
He Wags His Tail!
Opens His Mouth!
And BARKS!

A few twists of a hidden key and this exclusive new Black Fur Scotty breaks into short, joyful barks—wagging his tail furiously. **A life-like bark that's a wonder, too!** Continues this show for about two minutes at one winding. 16 inches high; 17 inches long; weight 4¼ pounds. Positively a wow anywhere. Draws crowds instantly. EXCLUSIVE WITH US. Barking Scotty "peps up" any salesboard business. Put him to work on your locations NOW! **Price, $4.95 ea. (in lots of 6 or more). Samples, $5.25 ea. 25% cash with order, balance C. O. D.**

The One and Only
J. M. BREGSTONE & CO.,
538 S. Clark St., CHICAGO, ILL.

CENT-A-PAKS
COUNTER CIGARETTE GAMES
LIKE NEW

Used less than 3 weeks. $10.00 each, 1 or 25. 1/3 down, balance C. O. D.

ARTEE CO., UPPER DARBY, PA.

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES
REX NOVELTY COMPANY
1010 GEORGE ST., CHICAGO
ESTABLISHED 1918

On-A-Wheel Trailer Introduced to Trade

DETROIT, April 4.—Schubb & Company announce the introduction to the amusement machine trade of the On-A-Wheel Trailer, which, according to Max Schubb, director of sales, has been in process of manufacture ever since the advent of large and heavy pin tables.

Having observed that many operators refrained from purchasing the larger games because of inconvenience in handling, Schubb & Company believed that a neat, compact trailer would not only increase their sales of machines, but that the trailer also would have a large sale to the trade. Their belief has been justified by results.

After considerable experimenting the company developed a one-wheel unit, scientifically constructed, that eliminated the shocks and jolts incident to going over the rough streets. The trailer will carry a load up to 800 pounds easily and safely, traveling at a speed of 60 miles an hour. The tire is of Aircraft type. The trailer has a de luxe square-end oak wood body, 42 by 54 inches, nine inches deep with four-inch flare boards on either side, a tail-gate for easier loading and adjustable jack legs on the front end. The wheel is of heavy pressed steel, rugged drop center disc type designed to carry heavy loads; has Zerk lubrication with Timken tapered roller bearings. The wheel assembly has a locking device in the housing so that the housing may be locked and in this way prevent the wheel from turning.

The On-A-Wheel Trailer can be attached to any car in less than three minutes, attaching it to the bumpers. Special locking device for the bumpers will fit any bumper up to 10 inches in width. There is no side sway at any speed, and perfect alignment at all times with the car.

A special sales staff consisting of 12 men will leave shortly on a tour thru the country calling on coin machine jobbers where special demonstrations to operators will be made. Distribution is to be thru local jobbers.

Clearing House Game Gets Immediate Acclaim

NEW YORK, April 4.—Clearing House counter game introduced here by Modern Vending Company has gained the acclaim of leading operators and jobbers in speedy fashion.

The machine is a takeoff on the bank clearance figures, played to such a great extent in Harlem. Tho this type of counter game is not openly recognized in this territory, sales have started at a good pace and the general belief is that they will continue to increase in even greater number.

The game is also acclaimed from the standpoint that it is one of the most beautifully designed, alike to that of Tit-Tat-Toe, and also that the mechanism is guaranteed to be free of "bugs." Operators and jobbers have always admired the counter game mechanisms as manufactured by Daval Manufacturing Company, maker of this game.

The game features pastel color shades and is attractively polished to give the aluminum a chromium finsh. Also appreciated by the operators here is the double door and penny counting register.

In general, the game has won much acclaim due to its unique play principle. Many operators in New Jersey report that they have tested the game and that the returns have been tremendous. There is a belief that the games will be one of the greatest counter sellers presented here in the last five years.

Operators Responding to Seiden's Free Trailer Offer

CHICAGO, April 4.—"The response that greeted my offer of free trailers to all operators has been overwhelming," states Henry W. Seiden, president of Henry W. Seiden & Company, Inc.

For the benefit of operators who are not acquainted with the offer, here it is: With the purchase of three coin-operated pin tables costing over $100, the operator receives absolutely free an automobile trailer that regularly retails at $129.50. The Seiden Auto Trailer is easily attached to all cars. The trailer is rigidly constructed—pressed steel sides, pressed steel channel frame, a removable weather-proof covering and a heavy ball-bearing wheel with a genuine General pneumatic tire. Trailer is 42 inches wide and 52 inches in length.

The trailer is now on display at the following Henry W. Seiden & Company, Inc., branches: 2753 W. North avenue, Chicago; 61 Hudson avenue, Albany, N. Y.; 550 South Salina street, Syracuse, N. Y.; 347 N. Clinton avenue, Rochester, N. Y.; 101 W. 31st avenue, New York, and 360 Liberty street, Newburgh, N. Y.

FITZGIBBONS DISTRIBUTORS

VIEW OF THE DISPLAY ROOM of the Fitzgibbons Distributing Company, New York, in the new Bally Building recently opened.

COLUMBIA
RADIO
"A" BATTERY
No 6
EVEREADY
COLUMBIA
DRY CELL
For RADIO-IGNITION and General Purposes

It pays 3 ways to use these two batteries in pin games

1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name..
Address..
....

Distributor ☐ Jobber ☐ Operator ☐
PLEASE CHECK

Unit of Union Carbide and Carbon
UCC
Corporation

Can Coin Machine Operators Win?

By Richard S. Kaplan

DURING the recent convention of the National Association of Coin-Operated Machine Manufacturers in Chicago I was asked by many operators what was most needed to save the industry from extinction and, at the same time, to promote the general welfare of the industry. It is with the view to answering this question for all members of this great and thriving industry that this article is presented. But before I can answer the question I must necessarily delve a bit into the legal aspects of the business.

Twenty-seven Corpus Juris 968 defines the game as being "any sport or amusement, public or private. It includes, of course, games of hazard or skill by means of instruments or devices."

McCall vs. State 161 P. 893.
Mosher vs. Griffin 51 Ill. 184.
Desgain vs. Wessner 161 Ind. 205.
State versus Lawrence 130 P. 508.

The word is a comprehensive one, but it is not so comprehensive as to include everything upon which a bet or wager may be laid.

Games are classified, of course, into games of chance, games of skill and mixed games of chance and skill. It has already been determined that to gamble means to bet, to game, to play a game, especially a game of chance for stakes; to risk money and other possessions on an event, chance or contingency; but a game of skill is one in which superior knowledge and attention, or superior strength, agility and practice, gain the victory.

Richard S. Kaplan

State vs. Gupton 30 N. C. 271.

"Games of skill are determined from games of chance in that the latter are games dependent upon chance or luck and in which adroitness has no office at all. It is the character of the game, and in the skill or want of skill of the player, which determines whether the game is one of chance or skill."

People vs. Laren 179 N. Y., 164-71 N. E., 753-66 L. R. A. 601.

With this in view pin pool has been considered a game of skill and not of chance.

State vs. McQuade, 10 S. 183.

"The test of the character of the game is not whether it contains an element of chance or an element of skill, but which is the dominating element that determines the result of the game."

U. S. vs. McKenna, 140 Fed. 252.

A game of skill does not cease to be such merely because at times its result is determined by some unforeseen accident.

Wortham vs. State 59 Miss. 179.
State vs. Gupton 30 M. C. 271.

Validity of Statutes

State legislatures may enact statutes which have for their object the suppression of gambling.

Pelouz vs. Slaughter 89 N. E. 259.
Logan vs. Postal Telegraph 157 Fed 570.

It is well settled that laws aimed at the suppression of gambling are constitutional.

Crandell vs. White 41 N. E. 204.

But I hold no brief for gambling or gambling devices. I write only of those devices which are not gambling devices, but are wholly innocuous amusements, such as pin games where skill is the paramount factor in their operation.

The question then arises if pin games are not gambling devices, are laws passed by legislative bodies outlawing such games of skill valid? In this respect may I point to the cases of

Hayes vs. City of Appleton 24 Wis. 542;
People vs. Gibbs 186 Mich. 127;
People vs. Marks 99 N. Y. 377;
City of Chicago vs. Netcher 55 N. E. 707;
People vs. Jenkins 94 N. E. 1065;

which cases unanimously hold that "municipalities are not general guardians of the public morals and therefore may not unduly interfere with the liberty of its citizens by ordinances forbidding acts not unlawful or harmful per se; that the Legislature cannot declare or authorize a municipality to declare that to be a nuisance, which, in fact, is not a nuisance and that the law does not tolerate the prohibition of something which may be regulated in such a manner as to overcome any evils which may incidentally be connected with it."

It has also been said by many State courts that States or municipalities cannot prohibit business which is lawful per se, tho having the power to adopt laws and regulations touching the good order and public morals of the community by virtue of the police power inherent in the very nature of municipal government. A municipality cannot prohibit and suppress any business declaring the same to be a public nuisance merely because a similar business has been racketized or has been made into a nuisance.

The question then resolves itself down to this:

Is a pin game in itself a gambling device? From all of the decisions at hand a pin game as such is a game of skill and not a game of chance and as such is not a gambling device.

Regarding machines where a prize or premium is given to the person making the highest score on the machine, I might also quote from Corpus Juris which in turn quotes from several leading cases, to wit: "A prize is something offered by a person for the doing of something by others in a contest which he does not enter." Stated in a different way: "A prize, purse, or premium offered to the successful player in a game by persons other than such players is not a bet or wager and the fact that each player is required to pay an entrance or playing fee does not make the transaction a bet or a gaming transaction."

Richard S. Kaplan is an attorney and also general counsel for the National Endurance Amusements Association, Inc., being known as one of the foremost authorities on endurance amusements in this country. He was formerly a resident of Boston, having received his education in that city. He holds three degrees in law, a degree in medicine and other honors. He spent several years on the stage and is well acquainted with the amusement business. He has been practicing law for the last 15 years, going to Gary, Ind., from Boston in 1921. The present article discusses chiefly the legal aspects of pinball games.

People vs. Follen 152 N. Y. 12; 46 N. E. 296.
People vs. Van deCarr 150 N. Y. 439; 44 N. E. 1040.
State vs. DeBoy 23 S. E. 167.
Hawkins vs. Ottinger 47 P. 254; 40 L. R. A. 76.

This may be compared to a prize given by a host to the winners of a bridge game held at his home. This was very well set out in the argument of a recent case in the Mcnicipal Court of Chicago by N. A. Lawrence, attorney.

I feel certain, therefore, that as far as pin ball games are concerned where prizes are not given, or where prizes are given, they are perfectly legal and cannot be prohibited or suppressed by order of the police department or by legislative enactment.

Definition of Skill Game

The definition of a skill game adopted by the National Association of Coin-Operated Machine Manufacturers very excellently defines the games I have in mind: "Amusement games shall be taken to mean any coin-operated game or games for the amusement of the public and any which involve the exercise of skill in their play."

The following principles regarding prizes were enunciated in the Jefferson Circuit Court decision at Louisville, Ky., May 12, 1933: "The giving or posting of prizes as a reward for skill, judgment and adroitness does not constitute setting up, operating, maintaining or engaging in a game of chance or gain."

To further carry out the idea, I have always maintained that the pin ball game of today is no different than the old bowling, pool, or billiard game or even the skeeball game, which is legal practically everywhere. One game uses a cue or the hand to propel the ball, while the other uses a plunger. The principle, however, is the same.

This theory must be correct for juries in Sheboygan, Wis.; Syracuse, N. Y.; Malone, N. Y.; Madison, Wis.; Greenville, Tex.; Chicago, Ill.; Nashville, Tenn., and in many other cities, including Vancouver, B. C., have held with the operators of such games. In fact, it was an easy matter for juries to agree with this argument when they witnessed, with their own eyes, a physical demonstration of the fact that a player, thru practice, could shoot almost any score he wanted; that he could defeat players who did not practice.

As for prizes, the game having a definite element of skill, the addition of a prize or prizes for such skill adds zest to the game and gives an incentive to play. And that is true in boxing, basket-ball tournaments, track events or any of the other numerous sports of this country.

Further verifying the personal opinion of the writer, I might point to the recent case in Lake Charles, La., where a permanent injunction was granted against the city prohibiting interference with pin ball games and machines. In that case District Judge Mark C. Pickrel said: "One does not gamble by inserting a coin in the slot. It costs the player no more to win or to make a high score than it does to make a low score, for the nickel which he spends the player is given an opportunity to propel or shoot a certain number of balls into the incline plane. The player knows in every instance what he will receive for his nickel. The only question is whether he is able, by his skill, to win a prize.

"There is a great similarity between the game of billiards and the game played on the marble table. In the game of billiards the ball is stroked by a cue, on the marble table it is stroked with a plunger.

"This court is of the opinion that it would not be unlawful to post prizes for high consecutive runs on a billiard table just as it is of the opinion that it is not unlawful to post prizes for high scores in shooting galleries or the winner of foot races."

I honestly believe that this sums up the entire thought of the liberal-minded courts and is an indication of what we can expect if we carry these opinions to a natural conclusion, namely, to take one case up to the Supreme Court of the United States, obtaining a final, definite ruling on whether or not the operation of pin games may be interfered with or prevented by law.

Ministers Give Okeh

It is rather pleasant to note that even ministers, who are the worst critics of every form of amusement, have given their okeh to pin ball games. Dr. Rufus W. Weaver, pastor of the fashionable First Baptist Church of Washington; the Rev. Dr. Allan A. Stockdal, pastor of the well-known Calvin Coolidge First Congregational Church of Washington, and the Rev. John C. Mosey, of the Emmanuel Baptist Church of Washington, have all placed their okeh on such games; and the Rev. Dr. S. Christian Anderson, pastor of St. Ansgar Lutheran Church, Washington, D. C., had this to say about pin ball games:

"The church cannot disregard the fact that young people and a good many older ones find the pin ball games interesting and attractive. Recognizing this, if they must play pin ball, let them play it in the church with the proper supervision. No one has ever, to my knowledge, criticized bowling, and I can see little difference in using a ball to knock over pins and using a ball to drop into the score holes. I can see no reason why such a game as pin ball could not be put into a parish house for the amusement of the young people."

Carrying this idea into action, many charitable and religious organizations have placed pin games into their homes and churches for the amusement of those who attend such churches and institutions.

Five Steps Necessary

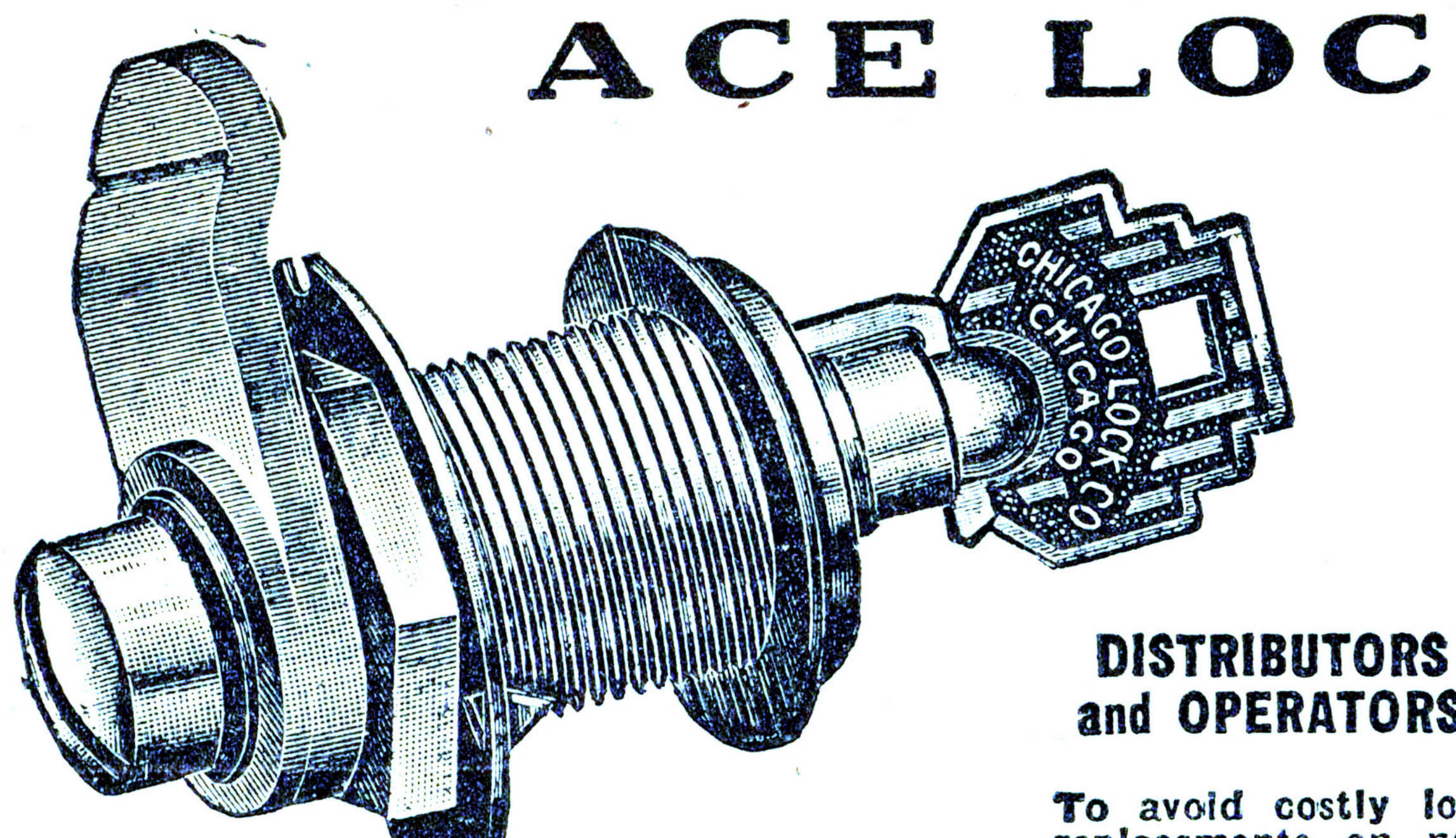
May I suggest that there are five important steps that should be taken to insure continued welfare, growth and success of the pin ball game.

(1)—Operators of pin ball games should enter into a co-operative and amicable discussion with officials in their town thru a local attorney who is familiar with the industry to the end that such officials be educated regarding the legality of the business and thru such co-operative discussion machines be permitted to operate and under a reasonably low license tax or without any other interference.

(2)—An educational campaign should be carried on thru newspaper articles and advertisements. Operators should form not only State organizations but county and city organizations and such advertisements, the same being of a good-will nature, to be paid for by such city, county or State organizations.

(3)—The consolidation of legal efforts to combat

(See COIN MACHINE on opposite page)



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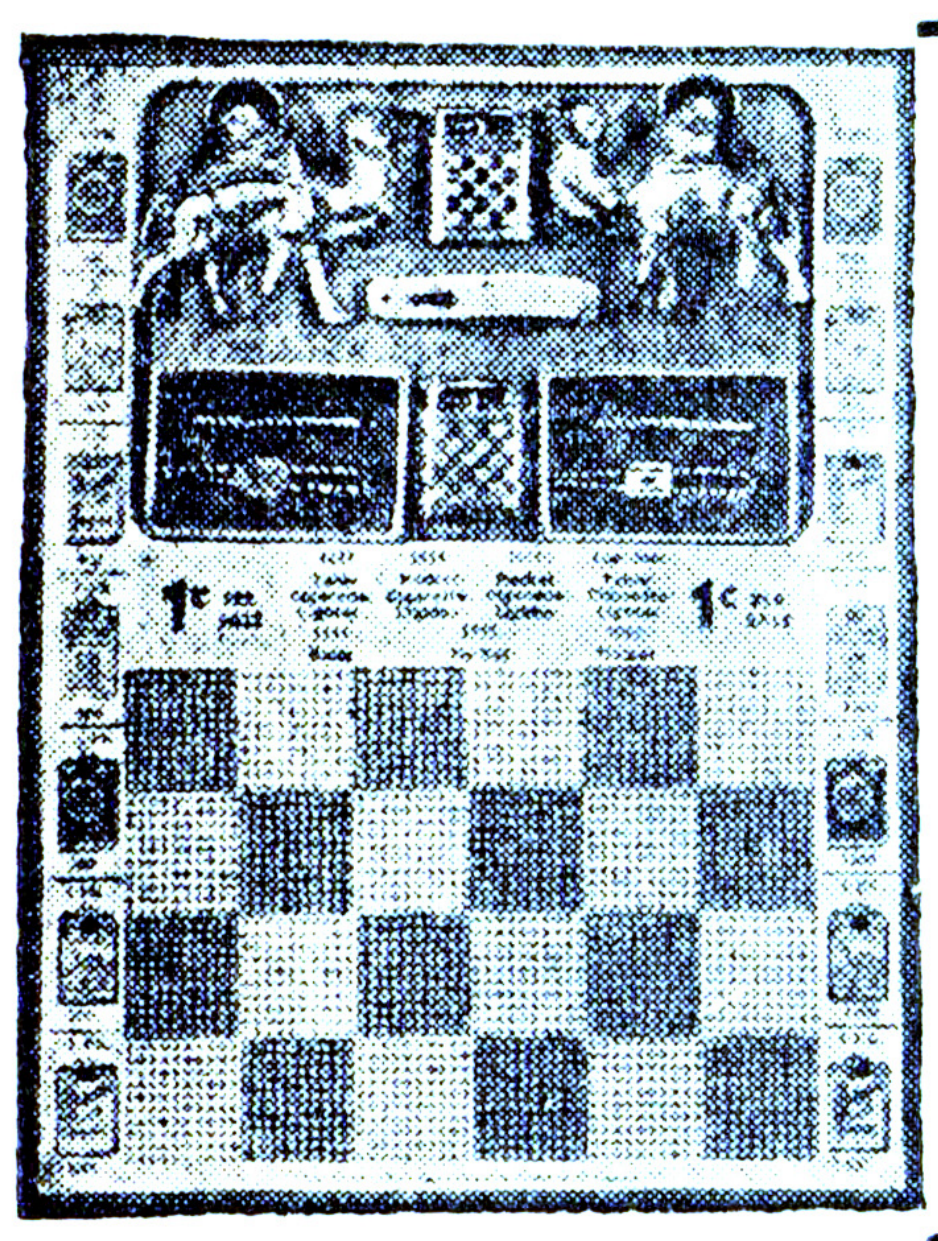

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COIN MACHINE——

(Continued from opposite page)

arbitrary police methods and to properly define and interpret laws which may be passed with reference to coin machines.

(4)—A system of educating legislatures and city councilmen regarding the validity of skill games and the proper preparation by suitable legal talent of prospective legislation to be presented to such legislative bodies for passage, thus eventually legalizing definitely the entire business.

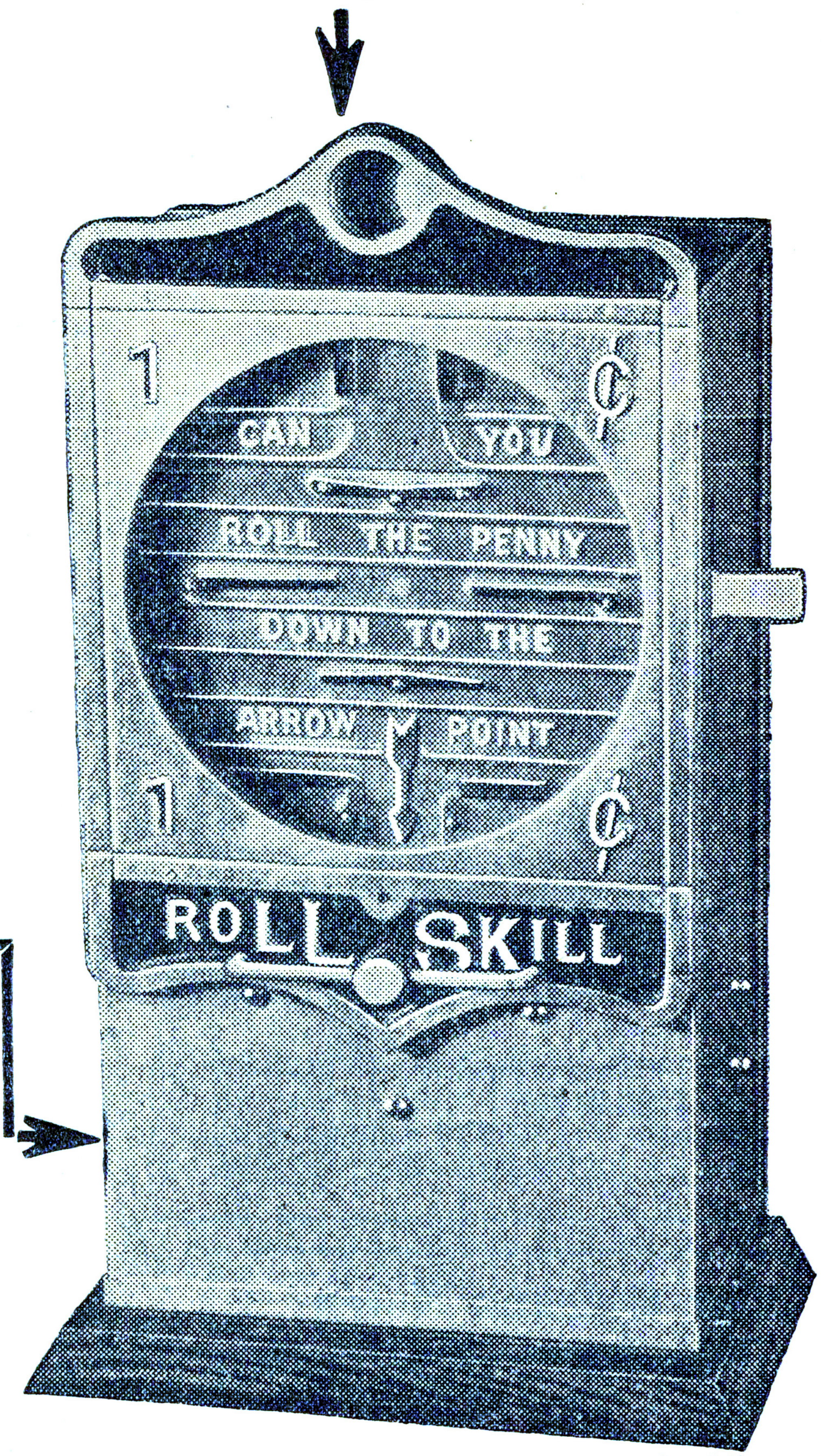
(5)—The establishment of a central legal bureau with subdivisions of legal bureaus in every city and State, attorneys to be appointed on a basis of knowledge of the business, such attorneys to have their headquarters in the various cities or States they represent; thus there would be an appointment of a general counsel with headquarters, let us say, in New York or Chicago. Each State would then appoint a State counsel with headquarters in the capital of such State. Each city would appoint a city counsel with such aids as he may need for such city.

There would be an interchange of ideas and opinions between such city and State counsels and the national counsel, the result being that the national legal office would be in possession of a copy of every petition and brief filed thruout the United States and in the event of an emergency the national office would provide association members with irrefutable legal petitions and citations.

Each year, let us say, during the same time when the convention of the national association is held, such city, State and national attorneys would meet in the same city where the convention is being held, but separate and apart from the regular convention, and then and there discuss the many legal problems which the legal department has faced during the year, suggest ways and means for clearing up legal difficulties for the ensuing year; present the definite, concrete suggestions of such legal bureau to the officials or committees of the national association and then prepare to carry into effect the suggestions of such attorneys as are adopted.

If these suggestions are carried into effect without further delay I feel that the coin machine industry will win out in a most surprising fashion. If they will spend less time right now to thoughts of how to sell their goods and spend a little more time in thoughts of how to protect the industry and combat the insidious policy of political and other forces that are trying to destroy the very life of this industry, the industry is bound to succeed.

In conclusion, let me warn not only the operators but the manufacturers, distributors and jobbers as well: Procrastination is dangerous. You must force the fight. Organize your cities, your counties and your states, and when you meet again at the convention next year let us all hope that the suggestions herein set forth will have been adopted to the benefit of the entire industry.



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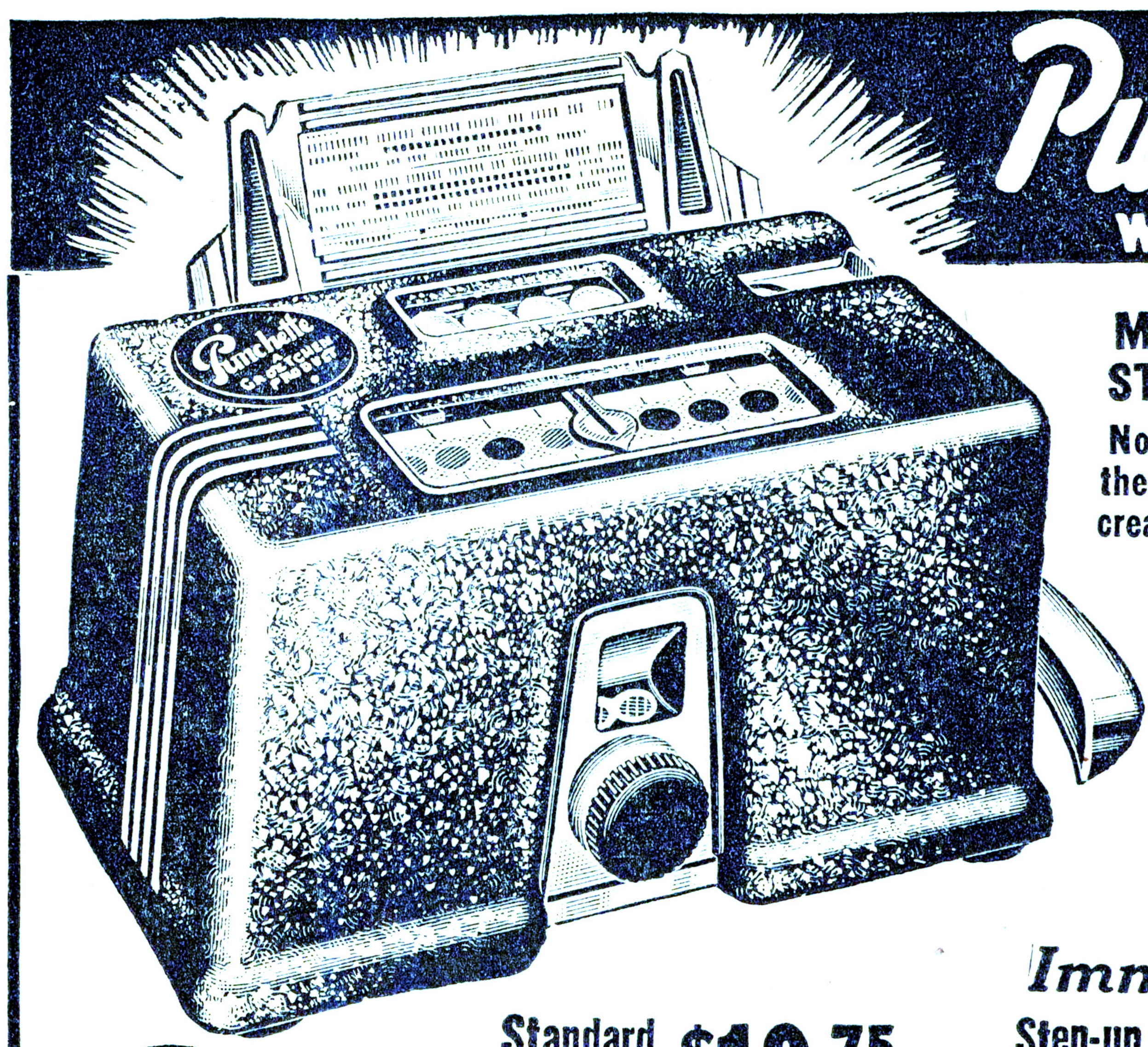

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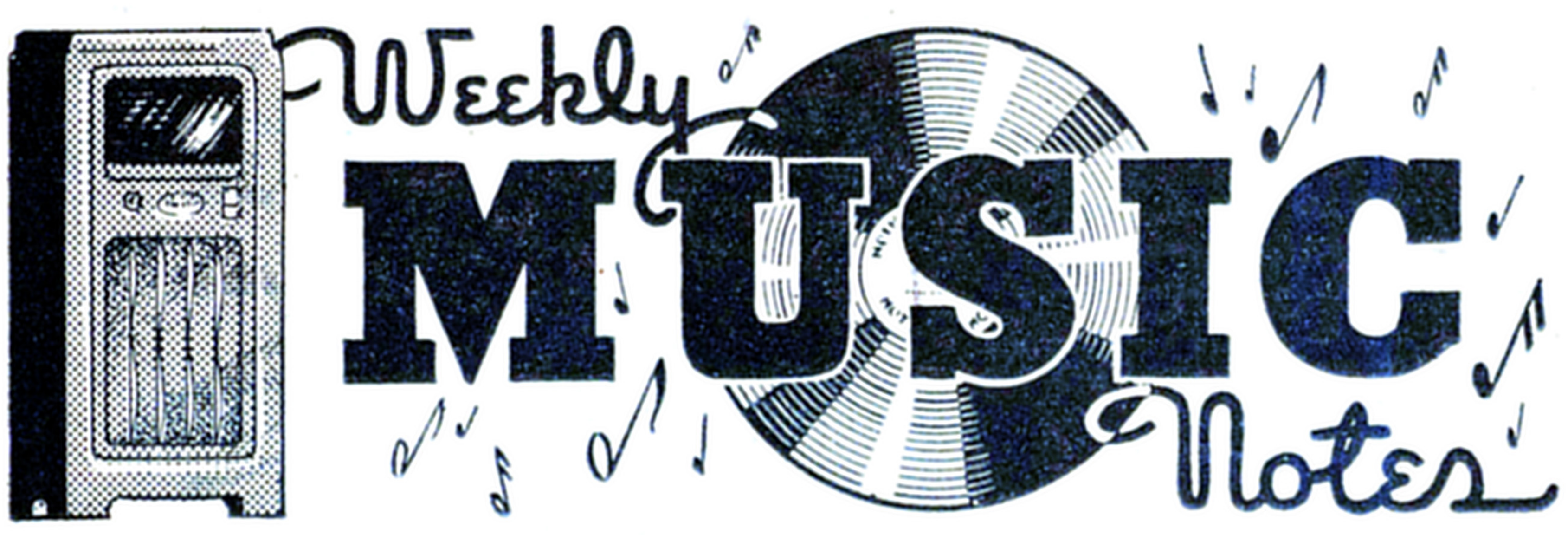

Things Pick Up in Flood Area, M. J. Lockwood Says

PROVIDENCE, R. I., April 4.—M. J. Lockwood, local district manager for Wurlitzer, has just returned from a business trip into the flood area around Springfield, Mass. He reports that conditions are rapidly getting back to normal in that section.

Carlo Sarno, one of the Wurlitzer operators in Springfield, had six feet of water in his store, Lockwood reports. As the waters rose Sarno and several assistants were forced to make the rounds of his locations in boats to salvage his instruments. He lost only one phonograph.

James Balboni, another Wurlitzer operator in Springfield, was forced to move his family out of the danger zone at midnight. He lost several instruments.

J. P. Seeburg in Hollywood

CHICAGO, April 4.—Taking a short respite from the arduous task of meeting the tremendous demand for High Fidelity Symphonolas since the 1936 Coin Machine Show, J. P. Seeburg, head of the J. P. Seeburg Corporation, is enjoying the advertised sunny clime of Hollywood. Mr. Seeburg stated, before leaving by plane, that he expected to transact a few business deals on the Coast in addition to taking a complete rest.

New Seeburg Brochure

CHICAGO, April 4.—J. P. Seeburg Corporation announces the publication of a beautiful new colored brochure, displaying its various Symphonola models in colors, which is being sent to phonograph operators.

New Orleans Notes

Then there is the story about the big shot of the New Orleans detective force who hit the ground last week with a loud splash. Boy, did he come to earth in a hurry? And there was no one who could have brought it about any quicker than the head of the police force himself.

Detective K thought of the brilliant idea of using his influence in ordering out of several good locations music machines put there by members of the local music operators' association. He then began the routine of placing in these spots a certain make that appealed more to his keen sense of humor before stunned location owners could recover from the shock.

Some little bird went and told, otherwise K might have had quite a nice time by now. Result is that the big chief put him on the carpet with a retort that probably went something like this:

"You had better tend to your business of detecting and leave the rest to me. These music-machine operators are in line and if they weren't I'd tend to them myself. Now go back to your job."

And so back into several good locations have gone the machines placed there by the association members and business could hardly be called better.

Joe Hainnie, Baton Rouge operator, spent a short time in New Orleans recently and in addition to renewing old acquaintances took five new machines home with him, in addition to ordering out a dozen more for later shipment. Joe says that things are humming up at the State capitol, where the Legislature is scheduled to open in May. Joe is anxiously waiting for May because he is only three blocks away from the State capitol and the Legislature boys always act right by him. Once the owner of some fine race horses, Joe can always be depended upon for an interesting story about the ponies.

Two empties stand in the display room of the New Orleans Novelty Company. They stand as mute reminders of that big double-header put on at Jack Sheehan's Suburban Acres last Sunday when four complete nines lined up in a great bill and a beer boy substituted for a water boy. The first game went to the Sheehan Stars, 13-11, over the Jefferson Nine, while in the second tilt the Bosworths spread it on an unnamed team 4-3. Feature of the day was the great pinch pitching of Roy Bosworth in the first game.

Several of the biggest distributing firms in town report the biggest demand for used tables seen in many months, especially the one-ball type. One of these distributors says that the demand has been so brisk this week that he has been forced to send out of town for a supply. "Several machines that I thought had outlived their usefulness lately have been swallowed up in the good demand," he said. "I am now looking for a shipment from the interior of the State to meet the demand."

New Orleans was the scene of a near gold rush last week. It all came about when a large operator here decided to get rid of the brass slugs that had come out of his machines. He thought about some body of water where muddy water and depth would combine to hide the cache. Driving along the Metairie Cemetery, one of the biggest graveyards in the city, he espied the lagoon that paralleled the outer edges. Out of the car he went with his helper and overboard with the slugs before he realized that the water was too shallow and clear to thoroly hide the shiny pieces. Now it wasn't Louie's purpose to have somebody see the shiny slugs and thereby begin a sure enough gold scare, and so off comes the helper's pants in sight of a rapidly growing crowd of curious on-lookers. Laughter got the best of the relater by this time, but the last seen of the incident was Louie's helper fishing for the slugs in his B. V. D.'s.

B. J. McNally is one New Orleans operators who loves his sports. Mac can be seen anywhere that a crowd gathers to engage in the art of sport or to watch it. He hasn't missed a spring exhibition game of the big baseball teams this year, and Sunday was seen sitting in a reserved seat at the Cleveland-Chicago game.

Joe Lucia, operator of Baton Rouge, last week purchased a nine-tube three-speaker Seeburg Symphonola which was immediately shipped to Baton Rouge for placing in one of the largest dance halls in that city. "There is plenty of volume to reach all parts of the floor with as sweet a tone as I have ever heard," Joe said just before he jumped on the big truck that carried him and his new machine out Canal street, heading north.

Hank Friedburg, of Crescent Novelty Company, says the company last week placed its first Pamco Palooka on location and reports an excellent play.

Operators of New Orleans are closely watching for the decision of a hearing for an injunction asked by several of them and Lake Charles machine men. Hearing is set for April 1 before Judge Pickerell. The Gulf Exhibits Company, New Orleans, originally asked for the injunction, tho its machines, mostly of the claw type, are not involved, and this company has since been joined by others.

International Mutoscope's Magic Finger has been on location for several

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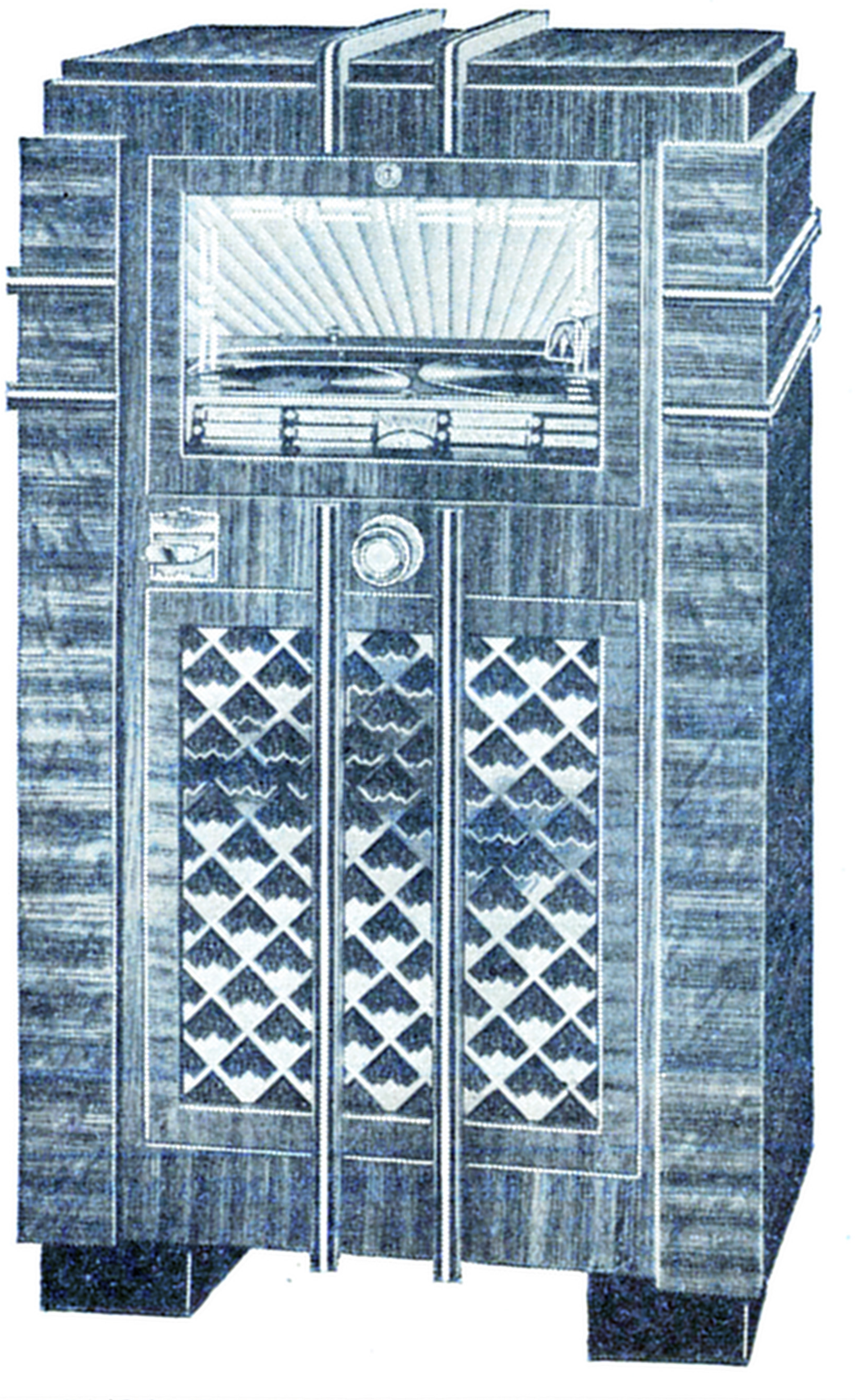

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Sheet-Music Leaders

(Week Ending April 4)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Putting All My Eggs in One Basket
2. Lost
3. Goody, Goody!
4. Beautiful Lady in Blue
5. Lights Out
6. It's Been So Long
7. Let Yourself Go
8. No Greater Love
9. What's the Name of That Song?
10. Wah-Hoo
11. Face the Music and Dance
12. West Wind
13. Alone
14. Every Minute of the Hour
15. Melody From the Sky

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 27, to Thursday, April 2, both dates inclusive.

Let Yourself Go	32
Goody, Goody!	31
All My Eggs in One Basket	26
Lost	26
What's the Name of That Song?	25
Let's Face the Music and Dance	23
Love Is Like a Cigaret	20
You Started Me Dreaming	20
Melody From the Sky	19
You	19
It's Been So Long	18
It's Great To Be in Love Again	15
Wah-Hoo	15
Lovely Lady	14
If You Love Me	13
No Greater Love	13
Sing an Old-Fashioned Song	11
I'd Rather Lead a Band	9
Little Rendezvous in Honolulu	9

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RUSH YOUR ORDER—SAVE TIME — SAVE MONEY!
McCORMICK MACHINE CO·
121 EAST 4TH ST·-GREENVILLE, N·C·

weeks in Harry Batt's B. & M. Sportland on Canal street, but enthusiasm for playing is just as big now as when the machine was first put in. There is always a big crowd around the machine and often a fair-sized play runs far into the night. Harry keeps his place open until 2 a.m. and begins the day almost immediately after sunup despite the fact that he is now busily fixing up Pontchartrain Beach for opening May 3.

R. N. (Mac) McCormick, local manager for Decca Distributing Company, finds the demand for recordings getting bigger and bigger day by day and attributes the demand to the increasing popularity of coin phonographs. His biggest sales here are for a new group of Jan Garber recordings, with Decca 737 by the Delta Four running a close second and *Tell Me Tonight*, No. 735, by Jack Hylton, next in line. Mac is also manager for Decca Distributing at Atlanta and at Dallas, where he says business is equally brisk.

Detroit Trade Notes

DETROIT, April 4. — Joseph E. Higgins Jr. has lately entered the coin-machine field here, operating from Garden City, 15 miles west of Detroit. He is the son of Joseph E. Higgins, drug-store operator at Garden City, who knows the advantages of vending and pinball games, thru their operation by route owners, in his own store.

The new business is providing an activity for young Higgins, and his father is highly pleased with the fact, he stated. This is one of several instances which have come to light recently of the coin-machine industry furnishing an interesting employment for young men who do not find prospects for starting their own businesses bright in any other field.

Higgins is specializing in the music field, operating a number of Mills automatic phonographs at present.

Bob Maskell, owner of the Palms Garden, night spot at Wayne, Mich., 20 miles west of Detroit, is also an active coin-machine operator. He has a route of 42 pinball machines in Wayne and in smaller towns and other locations west of this city, as well as in a few Detroit locations. In the past few weeks he has begun the operation of a number of the Rock-Ola Multi-Selector type phonographs and reports prospects for these very good.

Maskell also gave the encouraging business note that the pin games have shown more activity in the last month than they have all winter. The increase in employment in the automotive factories is the principal reason, he believes, with play on machines very closely paralleling industrial activity.

The coin-machine business of Walter E. Whelan, who specialized in automatic scale operations, is being temporarily handled by his son, Joseph. It has not yet been decided what disposition will be made of this business.

Two of Detroit's best liked operators are Ray Meeuwenberg, of Orleans street, and Frank Hopkins, of Globe avenue. Altho personal friends, they operate their businesses individually. Both men are operators principally of candy vending machines, with some peanut and gum machines on their routes as well. They are noted as faithful attendants at association meetings.

Monopolee Capitalizes On Home Game Craze

CHICAGO, April 4.—Officials of the Chicago Coin Corporation were reluctant to furnish complete details on their new Monopolee one-ball payout machine. They stated that the ideas are so startling, so completely different, that they would rather have the operators find out for themselves all about Monopolee when they see it at their jobbers shortly.

It was revealed today, however, that Monopolee very cleverly capitalizes on the popularity of that home-game craze with a similar name which everybody is playing.

Because Monopolee is said to have such a powerful "play again" appeal, the game is equipped with a multiple coin slot. Operators says this feature should increase their returns on their investment.

The Chicago Coin Corporation advises that Monopolee is now in production and that first samples should reach jobbers and distributors the last of this week or the first part of next week.

ANNOUNCEMENT!
TO ALL EASTERN OPERATORS
We now carry a complete line of ONE AND FIVE-BALL AUTOMATIC PAY-OUT TABLES with all the latest machines on display and ready for immediate delivery. Also the very latest "FREE GAME" machines.
GENCO'S---SILVER CUP (2-Ball Comb.) Automatic Payout or Ticket
KEENEY'S---DOUBLE SCORE
WESTERN'S---SNOOKER
GOTTLIEB'S---DAILY RACES
CHICAGO COIN'S---STRAIGHT EIGHT
BIG CASINO
TRACK ODDS
PACIFIC'S---PAMCO PALOOKA
PINCH HITTER
FREE GAME MACHINES BY KEENEY
Big Five, Sr. and Jr., 2 or 5-Ball Machine.
Repeater—One-Ball Machine.
GEORGE PONSER CO.
11-15 East Runyon St. Newark, New Jersey

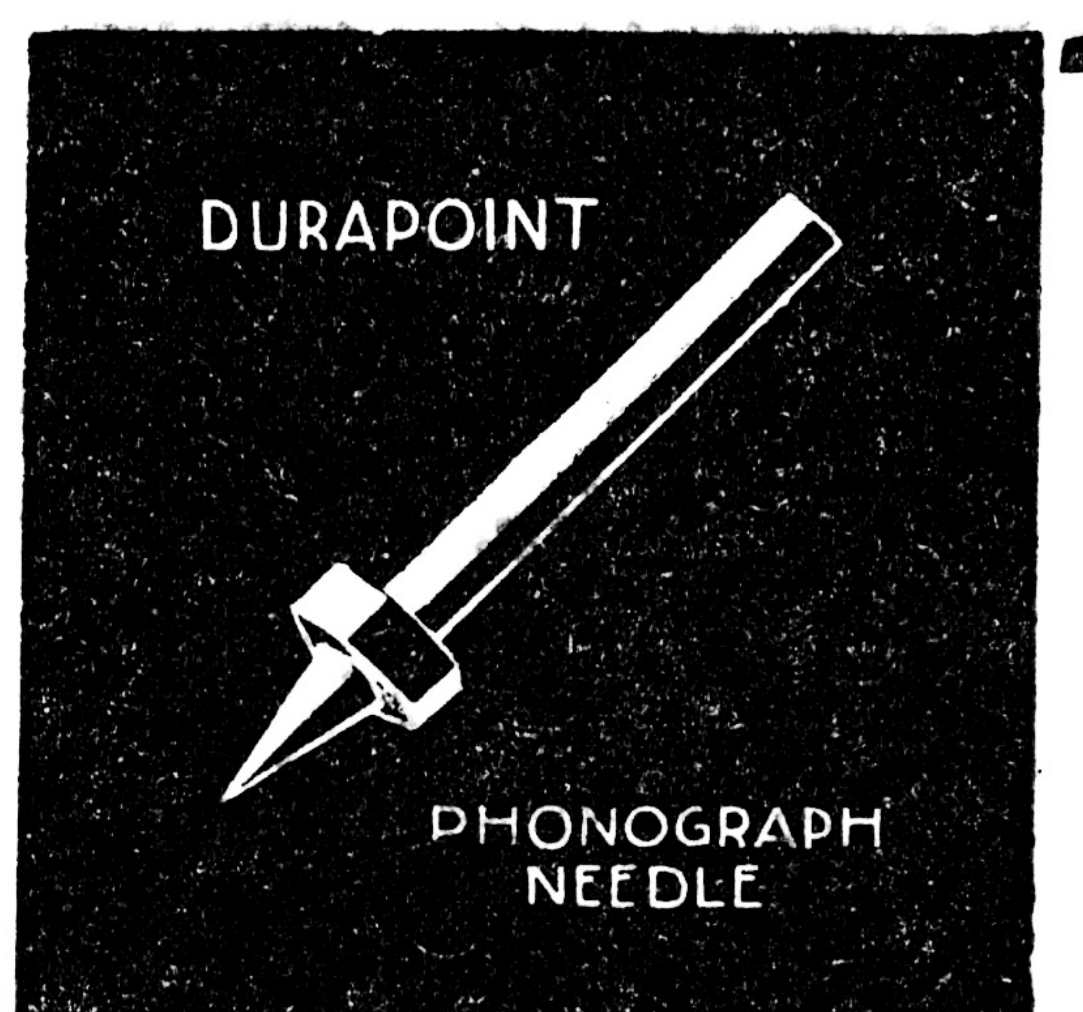
10 Best Records for Week Ended Apr. 6

	BRUNSWICK	VOCALION	BLUEBIRD	DECCA
1	7631—"It's Been So Long" and "You." Freddy Martin and orchestra.	3190—"Sweet Violets" and "Honeysuckle Rose." Putney Dandridge and orchestra.	B6303—"No Greater Love" and "Christopher Columbus." King Garcia and Swing Band.	732—"Will I Ever Know?" and "Za-Zu-Za." Jan Garber and orchestra.
2	7630—"Gloomy Sunday" and "Desire." Hal Kemp and orchestra.	3189—"Dinner for One, Please, James" and "A Beautiful Lady in Blue." Putney Dandridge and orchestra.	B6319—"Mutiny in the Parlor" and "The Panic Is On." Mez Mezzrow and Swing Band.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.
3	7627—"Love Is Like a Cigaret" and "Kissin' My Baby Good-Night." Duke Ellington and orchestra.	3179—"It's Been So Long" and "Swing, Mr. Charlie." Bunny Berigan and Boys.	B6320—"Lost" and "A Melody From the Sky." Mez Mezzrow and Swing Band.	733—"If You Love Me" and "My Dear." Jan Garber and orchestra.
4	7625 — "Isn't Love the Strangest Thing?" and "No Greater Love." Duke Ellington and orchestra.	3178—"I'd Rather Lead a Band" and "Let Yourself Go." Bunny Berigan and Boys.	B5321—"I'se a Muggin'—Part I" and "I'se a Muggin'—Part II." Mez Mezzrow and Swing Band.	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.
5	7621—"My Heart Is Keeping Company" and "Goody, Goody!" Freddy Martin and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and Onyx Club Boys.	B6287—"Don't You Tear My Clothes" and "Betty Dupre." Locke Bros. and Rhythm Orchestra.	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.
6	7618—"Hobo on Park Avenue" and "Eight Bars in Search of a Melody." Hudson-DeLange Orchestra.	3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.	B6281—"What's the Name of That Song?" and "If You Love Me." George Hall and orchestra.	734—"When Love Has Gone" and "Moon Rose." Red McKenzie and Rhythm Kings.
7	7614 — "Wah - Hoo!" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra.	3164—"When the Bloom Is on the Sage" and "Red River Valley." Vocal duet and accordion and fiddle by the Beverly Hill Billies.	B6282—"Every Minute of the Hour" and "Sundown in Peaceful Valley." George Hall and orchestra.	711—"We Saw the Sea" and "Wah-Hoo!" Top Hatters Trio.
8	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Fred Astaire, with Johnny Green and orchestra.	3159—"Ol' Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.	B6283—"West Wind" and "Early Bird." Bob Pope and orchestra.	703—"Lights Out" and "West Wind." Victor Young and orchestra.
9	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Fred Astaire, with Johnny Green and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and Boys.	B6285—"Wah - Hoo!" and "Breakin' in a Pair of Shoes." Bob Pope and orchestra.	699—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Jan Garber and orchestra.
10	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Fred Astaire, with Johnny Green and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.	B6286—"Green Fields and Bluebirds" and "Shoeshine Boy." Bob Pope and orchestra.	698—"I'm Putting All My Eggs in One Basket" and "Yes-Yes! My-My!" (She's Mine). Louis Armstrong and orchestra.

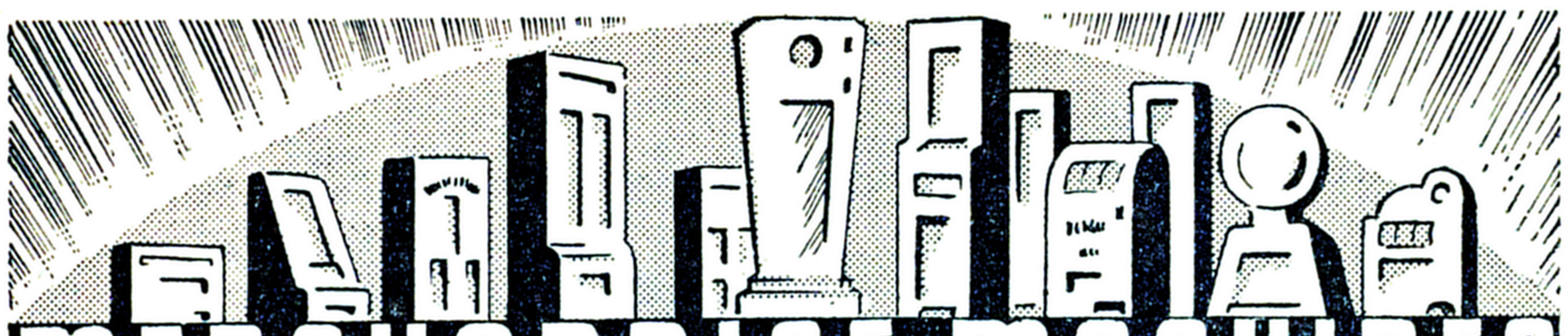
New Chicago Coin Novelty Game Rumored

CHICAGO, April 4.—Rumors are flying that Chicago Coin is to come out in the very near future with a straight novelty game.

The experimental laboratory of the concern has turned out, it is claimed, one of the cleverest novelties it has produced in a long time. More complete details will be forthcoming in a week or so.



The NEW Needle That is Revolutionizing Automatic Phonograph Operation
DURAPOINT
Operators report this sensational New Needle is giving them over 4,000 Record Plays with Perfect Results! . . . But don't take the "other fellow's" word for it. . . . Make your own tests . . . ORDER SAMPLES TODAY!
MULTI-COLORED COLLAR GUIDE
Colored Collar Guide and More Durable Point enable Durapoint Needles to exceed all previous playing records . . . The hexagonal collar is colored—for precision adjusting—one side is blue, the next red, etc., so that each time you service the machine you can turn the needle exactly 1/6th instead of turning it by guesswork.
LASTS LONGER—GIVES BETTER TONE REPRODUCTION
MAIL THIS COUPON TO-DAY
PLAZA MFG. CO.,
869 Broadway, New York City.
Send me at once........................samples
(Quantity)
DURAPOINT NEEDLES at 50c Each.
I operate .... Phonographs.
(Number)
NAME ....
ADDRESS ....
CITY .... STATE........
NOTE: In order to save you C. O. D. charges, we suggest you send check, money order, or cash with order.



MERCHANDISE MACHINES

New York Merchandiser Mad

NEW YORK, April 4.—Local operators have again swung back to the bulk merchandisers and the demand for better machines of this kind continues to increase daily. Sales of other games are at low ebb at this time due to results being awaited in important cases.

The operators have therefore turned their attention in the meantime to merchandise venders, and the jobbers and distributors here are frantically searching the country for new machines. There is a demand for modernistic equipment to meet the competition of some of the machines already sold here.

Some of the jobbers and distributors report that they have word from factories that they will receive new equipment of this character very soon. At the same time the nut-meat firms report increased sales thruout the territory. Pistachio nuts are again zooming back into popularity. Chocolate-covered raisins and salted peanuts are also among the popular products.

The turn is either to music machines or to pay tables if away from either direction the men are tempted by the merchandisers, which they thoroly understand and which they realize can always bring them a certain income.

A great many operators are adding merchandise machines to their present routes of games. Very few operators are giving up their amusement-game routes but feel that the merchandisers act as a precaution against any event.

The association here is very active at this time and the hope is that merchandise machine operators will enter into a pact with the organizations for location control.

Double Vending Feature Makes Duette Popular

CHICAGO, April 4.—The Ad-Lee Company reports that its Duette vending machine has been enthusiastically received by operators the country over.

Jerry Werthimer, of the Ad-Lee firm, points out that the double vending feature, efficiently adapted to a standard-sized machine, is the idea that has aroused immediate operator approval. Duette is really two machines in one. It gets twice the money because it vends two products, while the ordinary vender just has one. Each compartment has its own coin chute. Practically all types of bulk candy and a large variety of nuts may be vended.

The modernistically designed case comes in beautiful color combinations which are baked on for durability and permanency.

The Duette twin vender has been efficiently engineered by the Ad-Lee Company, which has had nearly a quarter century of experience in devising and constructing automatic merchandisers. Many mechanical innovations have been introduced in Duette, all for the operator's advantage. This vender is easily serviced, without removing from the counter, is less time than is required for servicing the ordinary single globe vender.

Northwestern

OPERATORS HEADQUARTERS IN THE BULK VENDING FIELD

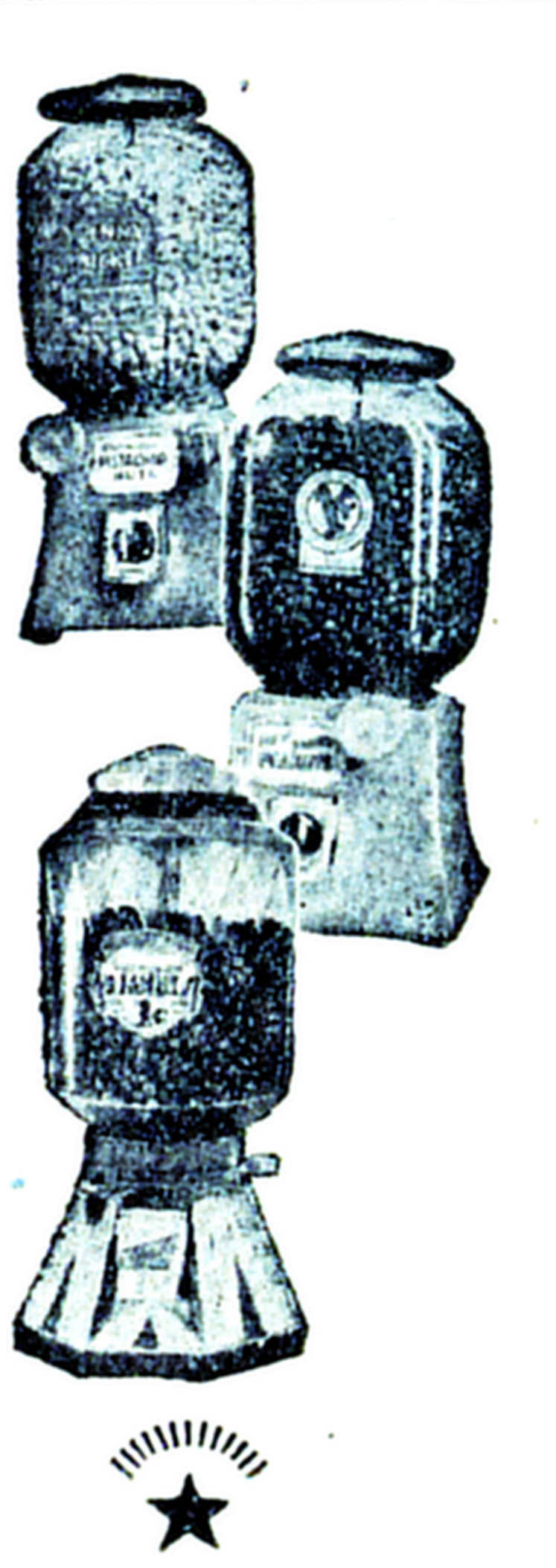
It makes no difference what type of bulk vender you require, whether it's just a low priced peanut vender or the most modern up-to-date, all-product merchandiser---Northwestern offers you more for your money.

The finer construction, the far greater earning ability and many extra features found in Northwestern machines have made this equipment the outstanding favorite among operators.

Certainly then, when entering this profitable field or adding to your present route, you too will want to get the most for your money so why not write us now for the interesting information we gladly furnish.

THE NORTHWESTERNER
Published monthly in the interest of bulk merchandising.
Write for it. It's free.

THE NORTHWESTERN CORPORATION
465 ARMSTRONG STREET-MORRIS, ILLINOIS



NADA News Jottings

Washington has nothing on Chicago when it comes to lobbyists. . . . The Sherman over the last week-end was loaded with them. . . . From NADA members to the manufacturers. . . . All of them in a huddle, mostly around the Celtic Bar. . . . Almost forgot the press. . . . You can bet they were present to get the hot news. . . . The occasion for all this hubbub was the quarterly NADA meeting. . . . The Baltimore Oriole, Eddie Ross, arrived early and was busier than a cat at midnight during his stay. . . . Ed was in a high state of glee because business was so good back home.

Altho it's spring, Rothstein (Banner, of Phillie) dropped his garden tools to make the long cross-country journey to Chicago in order to sit in at the NADA board meeting. . . . Bill Helriegel (Keystone, of Phillie) joined the home guards by remaining in Phillie. . . . Ohio was represented by two charter members, Meyer Marcus (Markepp, of Cleveland) and Bill Marmer (Sicking, of Cincinnati).

Speaking of Bill Marmer, his main idea of life is thinking up new counter games. . . . Bill is responsible for many of those familiar trade names used on the successful counter machines.

There're two reasons why Cleveland is on the map, one because it's a real city and the other Meyer Marcus. . . . His foremost claim to fame rests in the development of public relations programs. . . . And it's brought him signal honors within the industry.

Dave Bond (Trimount, of Boston) was among the first NADA members to put in an appearance for the meeting. . . . He is the Dr. Jekyll and Mr. Hyde of the association, since he is both distributor and manufacturer. . . . Each day finds Dave's Snacks a notch higher in sales than the day before.

By the way, NADA has another purveyor of venders, Commodore J. D. Lazar. . . . He distributes them in a big way, even covering Hawaii.

Looked more like a family reunion than a bunch of coin-machine potentates gathered around a table in the Celtic Bar a week ago. . . . There was the venerable Tom Watling, genial Walter Tratsch, Commodore J. D. Lazar and the Baltimore Oriole, Eddie Ross. . . . Reminiscenses of the good old days when rival coin-machine manufacturers squared off, only to be parted at the crucial moment, were gone into by the daddy of them all, Tom Watling.

The prize goes to George Ponser (Ponser, of Newark) for writing the fewest letters to NADA headquarters of any of the members. . . . George was much in evidence during the week-end and completed many satisfactory deals.

Carl Trippe (Ideal, of St. Louis) was tickled over the success of his grand opening. . . . He made many new contacts and appreciated the assistance given him by the manufacturers, particularly Bally. . . . That is, for the fireworks they supplied. . . . He brought good tidings and all that sort of thing for the boys from Mrs. Bowman and Earl.

One of the mysteries of the week-end has not yet been solved. . . . The question is: Where's Lou Wolcher? . . . That he's alive is evidenced by a large order given one manufacturer.

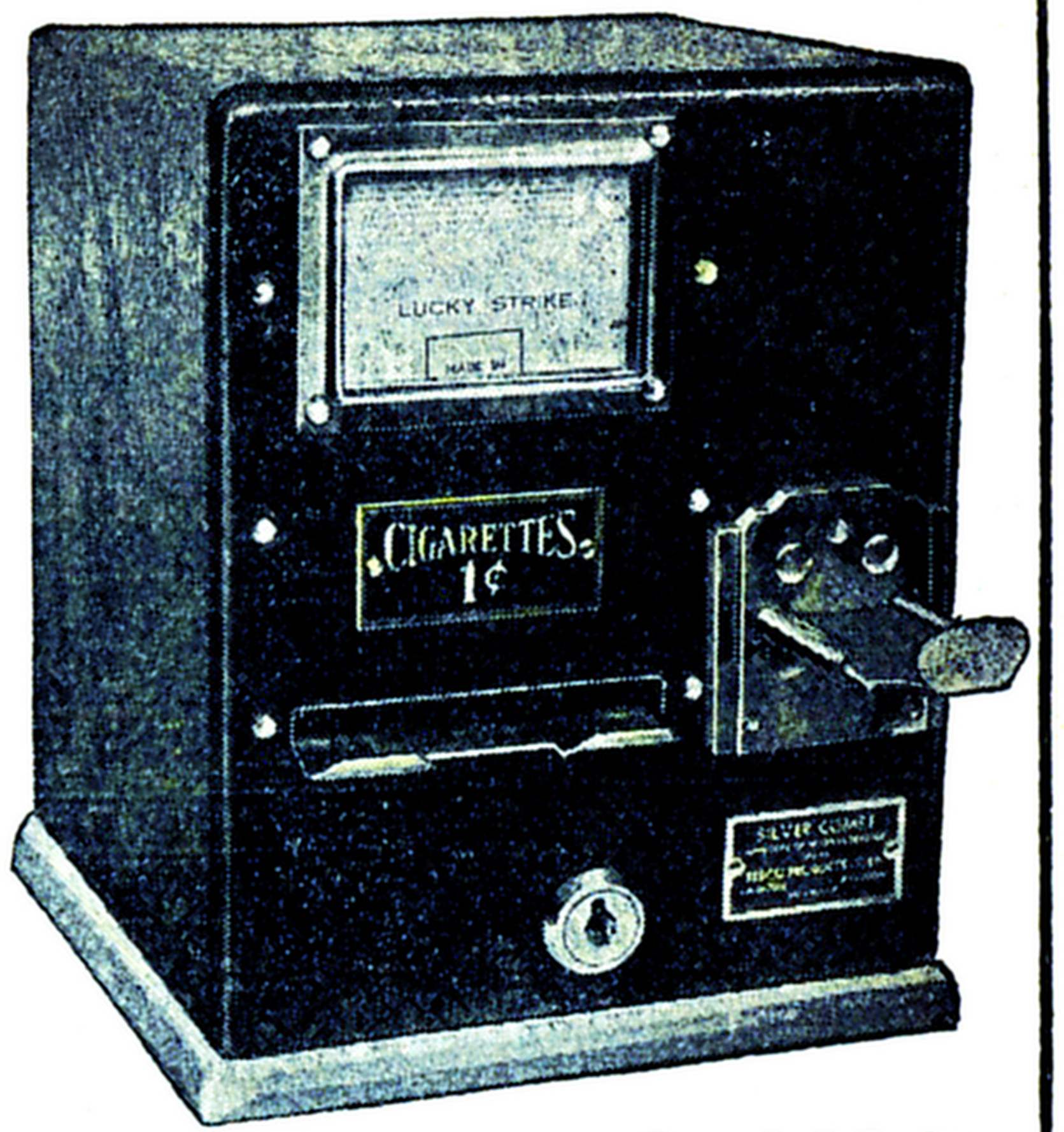
Here's to the man from Virginia, H. F. Moseley, and believe you me he is a power in that State. . . . Now take Dave Robbins. . . . There's a fellow who minds his own business and is successful as a result. . . . Doesn't say much, but when he does you can bet it's turkey.

The Detroit bunch are darn accommodating and they have been of great assistance to their fellow members. . . . Now that's something to be proud of. . . . Jim Ashley, Ben Marshall and Art Sauve form the triumvirate that keeps Detroit in the running.

Lee Dyer Visits Chicago

CHICAGO, April 4.—Lee Dyer, of Boone, Ia., was in Chicago last week. Dyer is a successful operator who intends to enlarge his route. While in Chicago he called on Lee S. Jones, of American Sales Corporation, and left a nice order. Mentioned that the reason he did so was because he had always seen that distributor advertise as strictly one price. Knew he didn't carry used games, so he felt sure everything purchased would be new.

A Cigarette For A Penny

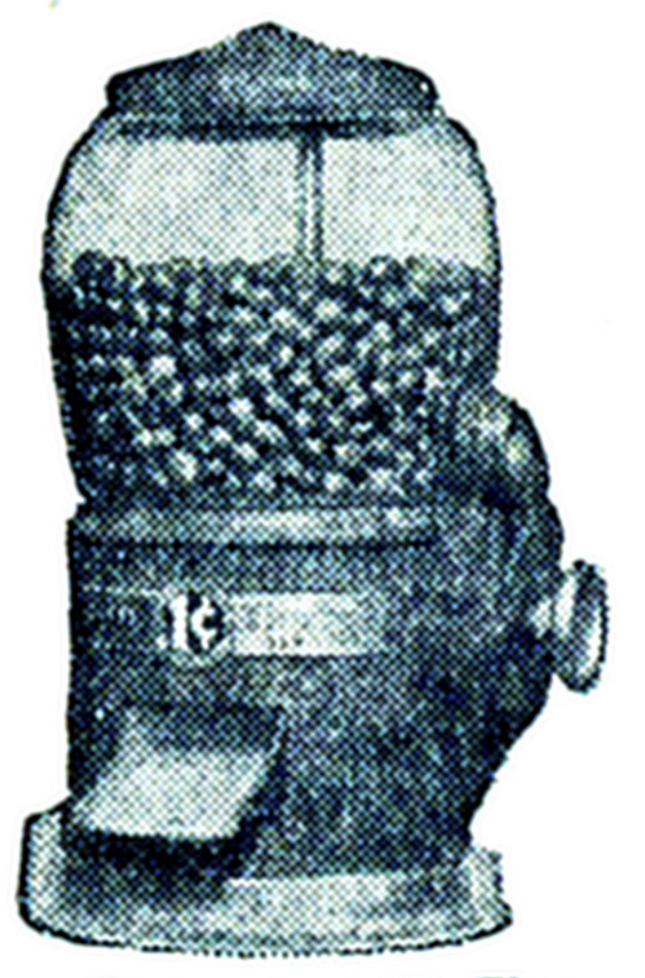


Height 8 Inches. Base 6x6 Inches.
Holds 100 Cigarettes, Equipped with Latest Type Slug Ejector.
Approved by INTERNAL REVENUE DEPT.
PROTECTED AGAINST PATENT INFRINGEMENTS

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and the most widely advertised product on the American market. The sale of cigarettes one at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead, inasmuch as one man can service several hundred machines. Exclusive territory to jobbers and operators. Write for particulars.

MANUFACTURED BY
REDCO PRODUCTS CORP.
La Crosse, Wisconsin

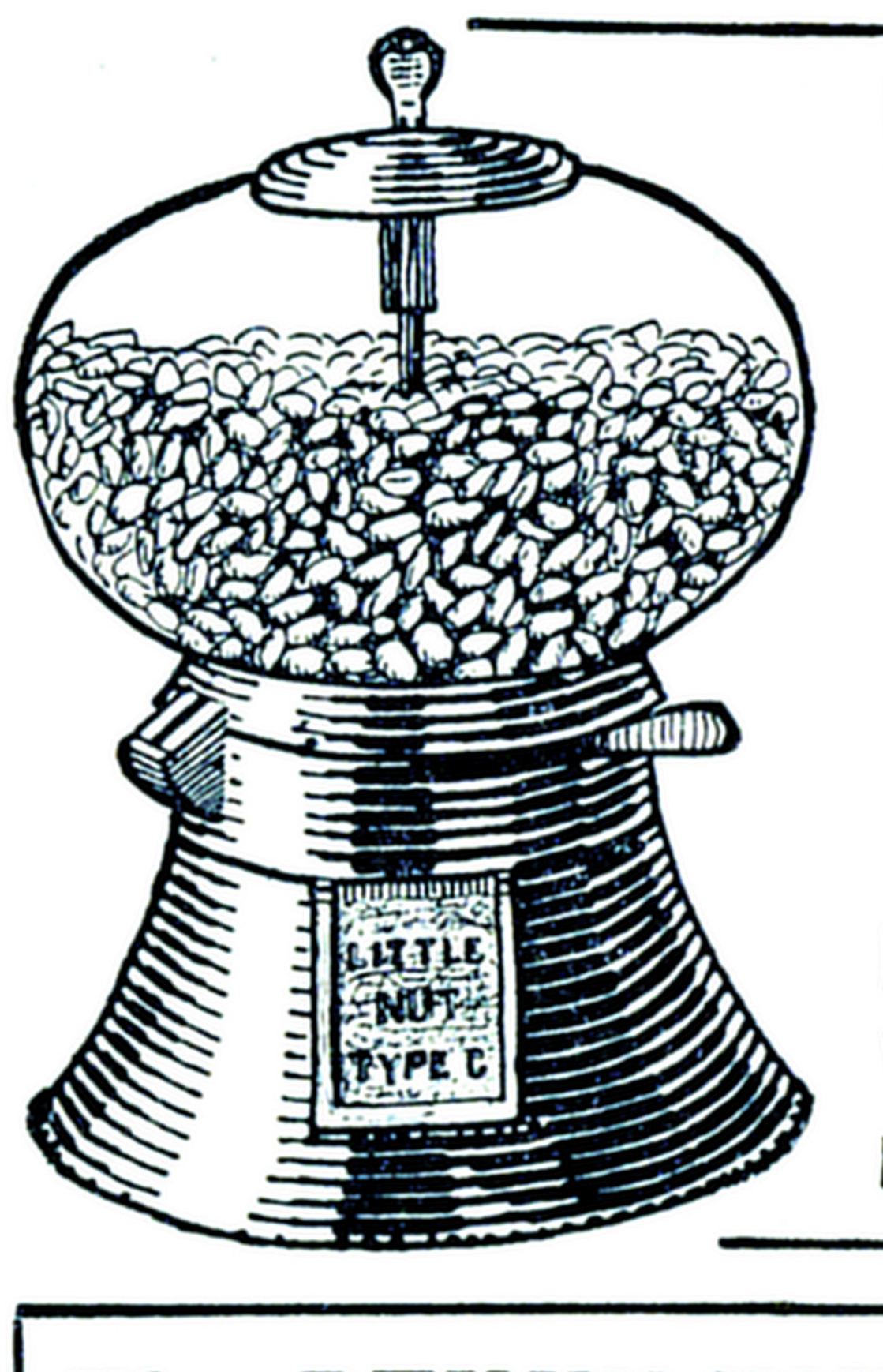
INDEPENDENCE
with TOM THUMB



Pat. App'd For.

Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

FIELDING MANUFACTURING CO.
Dept. 6, Jackson, Mich.

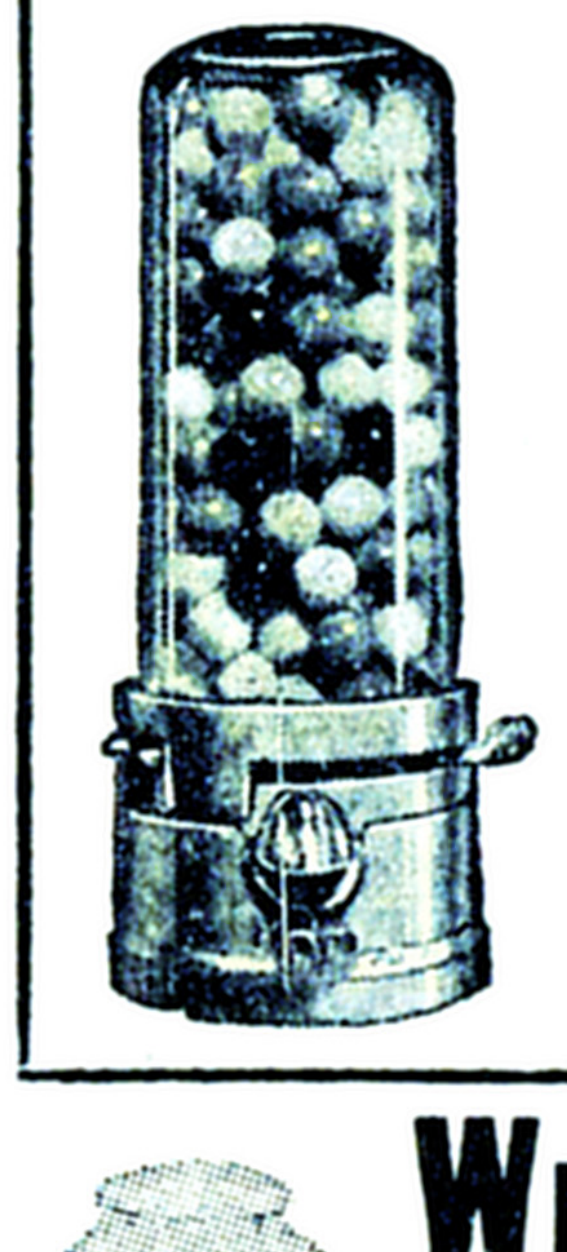


LITTLE NUT

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

LITTLE NUT VENDOR CO.
Lansing, Mich.

The PENNY KING BALL GUM VENDOR

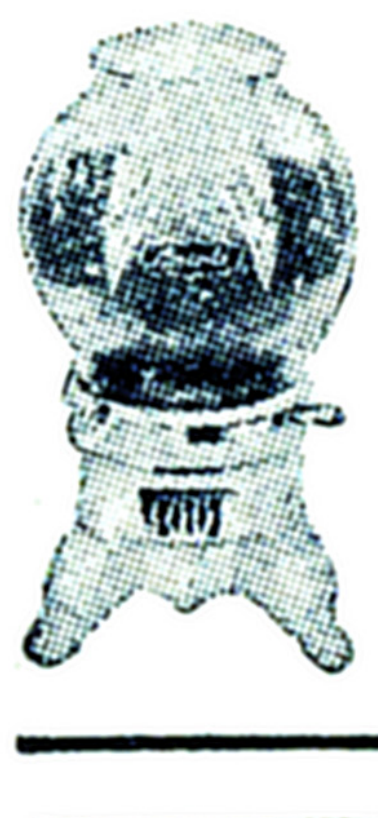


Thousands of locations are available for Penny King Gum Vendors.

They pay dividends fifty-two weeks in the year.

Prices on Request.

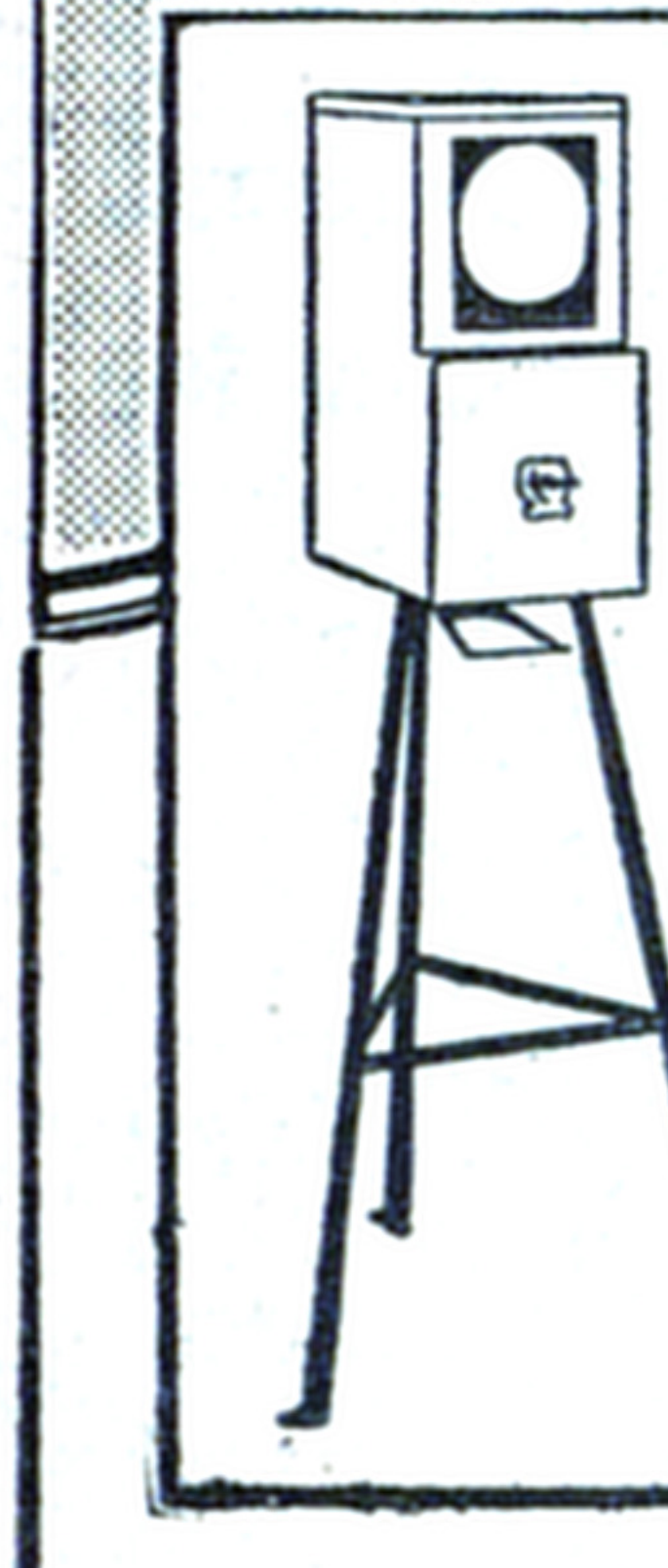
JOSEPH HEGER
Northwest Distributor
1108 Burlington Avenue,
Worthington, Minn.



Write for Low Prices
ON PEANUT AND BALL GUM VENDERS.
Also Table Size Venders.
Self-Serv Mfg. Co.
CAMDEN, N. J.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

PASTE
HAND
SOAP



IT'S NEW
IT'S DIFFERENT!
IT'S PROFITABLE!

THE
NATIONAL
Plastic Hand Soap
DISPENSER

Here is something new in the vending machine business. No trouble finding locations—profits of 600 per cent for each dollar invested. Large plants, mills and factories welcome this new patented paste and soap vending machine. Is is sturdily built — absolutely guaranteed. Cannot get out of order.

The National Vender is welcomed everywhere that hand soap is used. Does away with each workman carrying a can of soap to work. Write for further information and literature, as we can only sell one operator in a territory. If you are live and interested in making real money—vending a product that has no competition—write or wire at once.

WRITE NOW FOR TERRITORY

List Price, $40 each, F. O. B. Detroit. 1/3 down, balance C. O. D. Special proposition to wholesale distributors, but don't delay. Act at once.

NATIONAL DISPENSING CORP.

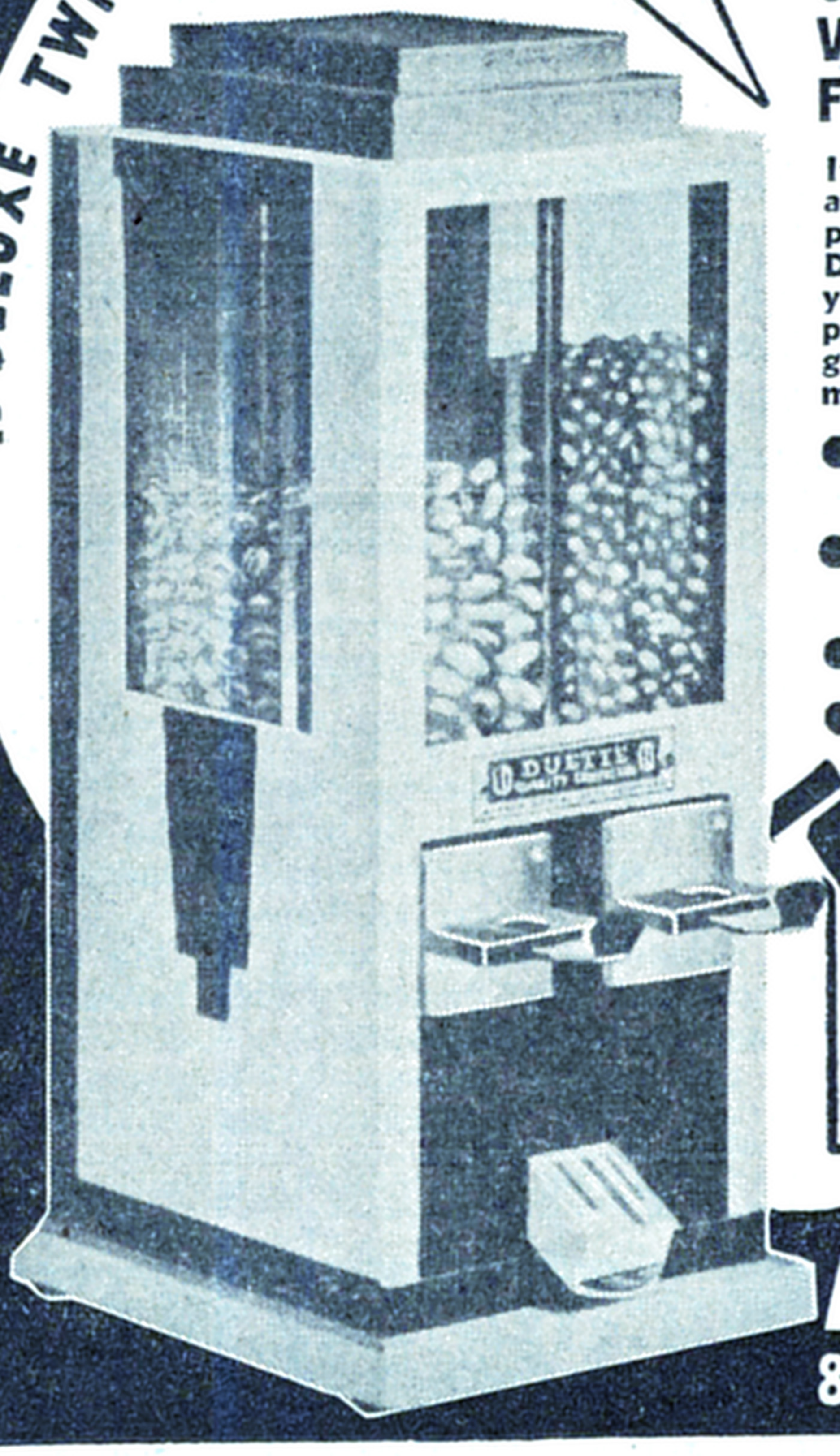
524-528 STATE ST. - - DETROIT, MICH.

1¢ 1¢

TWO PROFITS INSTEAD OF ONE!

DUETTE

A DELUXE TWIN VENDOR



COMPARABLE WITH VENDORS SELLING FOR TWICE AS MUCH!

Its handy size . . . its appealing appearance . . . its thoroughly dependable performance makes DUETTE the most profitable vendor you could operate. It vends two products instead of one. DUETTE gives you two profits, twice the money.

- Each compartment holds 3½ to 4 pounds. Two separate coin chutes.
- Attractive 2-tone baked enamel finish. 3-sided glass window display.
- All-steel construction. Trouble-free mechanism.
- Portions Easily Adjusted.

WRITE FOR OUR LOW PRICES—MAKE YOUR MONEY GO TWICE AS FAR!

THE
AD-LEE CO. Inc.
827 S. WABASH, CHICAGO

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, $50.00. Full particulars FREE! Make $300.00 weekly. Send $2.00 NOW for $5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

SPECIAL BARGAINS

COUNTER GAMES.	
SE-LECT-UM (Dice)	$ 6.00
KING 6, JR. (Dice)	11.00
WAGON WHEELS	11.00
AUTOMATIC MARBLE GAMES.	
PUT AND TAKES (Front Door)	$20.00
LIBERTY BELLS (10 Balls)	22.50
STAMPEDES (Front Door)	30.00
PROSPECTORS (Like New)	40.00
50 NOVELTY MARBLE GAMES	Write
SLOTS.	
MILLS 1c Q. T.	$30.00
MILLS 5c LION HEADS, BELLS	30.00
MILLS 5c SILENT ESCALATORS	50.00
PACE 1c BANTAM BELLS (New)	25.00

1/3 Cash With Order, Balance C. O. D.

L. H. HOOKER, Arnolds Park, Iowa

for Snacks Profits

SEE INSIDE BACK COVER

IF YOU ARE INTERESTED

In a New 5c Daily Baseball Card with Over 220 Daily Winners and Plenty for Yourself, Write to

A. B. C. NOVELTY HOUSE
625 West Main St., FORT WAYNE, IND.

MAKE ME AN OFFER

2 Big Games, 1 Screamo, 5 Hold and Draws, 8 Rebounds, 4 Beamlites. How much for all or any part? Address **F. M. FRANCIS, Carroll, Ia.**

WANTED

Mills Escalator, Blue, Grey, and Extraordinary Mystery, with or without Gold Award. **WOLF REIWITZ, 1885 Mission St., San Francisco, Calif.**

New York Seeks New Games

NEW YORK, April 4.—Operators in this city are asking leading distributors and jobbers for new games to revive play.

With the entrance of the outdoor season there has been an unprecedented rush for the resort locations and the demand for games has grown to tremendous proportions.

Music-machine operators have already arranged for resort locations and many are planning large purchases of this type of equipment to take care of the new spots which they have obtained.

To gain absolute control of their music locations many of the men are asking for new games with which they can regain the great play they enjoyed last season.

They are therefore eagerly searching for games which will continue interest in all leading spots at the beaches and in the surrounding mountain resorts.

Pay tables have been getting a great play these past weeks with a large demand for the horse-race games. This latter type of equipment is considered surefire at the resort spots. The higher priced race-horse games are also being purchased in larger quantity than ever before and the operators claim that many of these machines will be seen around this city during the spring and summer months.

Distributors here state that new games radically different from anything on the market at this time and evading certain restrictions in force here at this time have the chance of making possible some of the largest sales in history.

Schermack Co. Incorporates

DETROIT, April 4.—The Schermack interests, large manufacturers of coin machines, specializing in the postage stamp and bank type machines, have been formally incorporated with a Michigan charter and a capital structure of 200,000 shares, no par value. Joseph J. Schermack remains head of the company.

CANDY for VENDING MACHINES

ARE YOUR MACHINES SHOWING SATISFACTORY PROFITS?
If Not, Give Our Attractive Line of QUALITY
Bulk Confections a Trial.

* * * *

Write for Details and Price List

PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 W. ERIE STREET CHICAGO

- Wholesale Only

safe, steady profits

TID-BIT SHOPS

NEW $35,000 VENITOR

Endorsed by Experienced Operators

- Ultra Modern
- Streamlined
- Superior Performance
- Practical Size
- Combination 5c and 1c
- Slug Proof

TURN AMUSEMENT PROFITS INTO STEADY INCOME

Vending 28 Candies, Pretzelets, Nuts and Cubie Gum.

- BE FIRST IN YOUR TERRITORY
- A MARVELOUS MONEY-MAKER

Circular Upon Request—Dept. B,

We endorse 9-Point Program
of Nat'l Council of C. M. O. A.
Member A. M. A. of Michigan.

VENITOR CORPORATION (C)
Title & Trust Bldg. Detroit

COME IN AND SEE - - WRITE OR WIRE

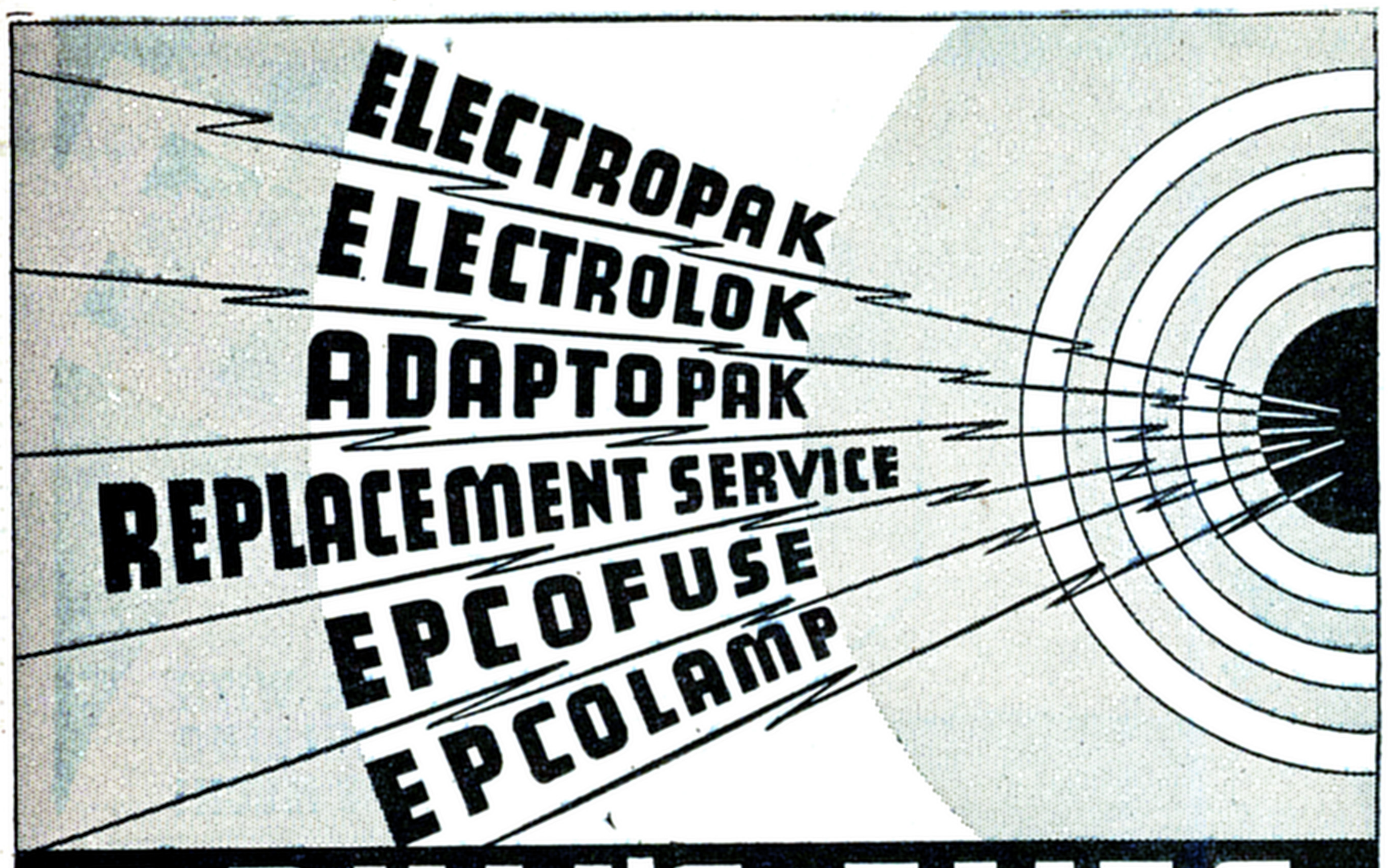
For Information Pertaining to A. B. T.'s LATEST COUNTER GAME SENSATION

HALF MILE

One to seven can play. Coins played always visible. Changing odds. Beautiful cabinet. Excellent money maker. Price only.......... $32.50

First With the New and Novel

LA BEAU NOVELTY SALES COMPANY, 1946 University Avenue, ST. PAUL, MINN.
(Vending Machines—Skill Games—Phonographs)



ELECTROPAK
ELECTROLOK
ADAPTOPAK
REPLACEMENT SERVICE
EPCOFUSE
EPCOLAMP

6 BULL'S EYES

- **EPCO** hit the bull's-eye first with Electropak! The original, finest and only universally used battery eliminator for pin games.
- **EPCO** hit the bull's-eye again with Electrolok! The only device ever offered to definitely end paytable losses resulting from plug-pulling.
- **EPCO** made another bull's-eye with Adaptopak! The only DC inverter at a reasonable price. Model "A" for phonographs—Model "B" for pin games.
- **EPCO'S** fourth bull's-eye was the establishment of the first and only complete electrical replacement parts service for pin games.
- **NOW** two more EPCO bull's-eyes! The fifth is Epcofuse—the only automatic load switch to eliminate the expense and uncertainty of fusing and to protect pin games against all hazards.
The sixth is Epcolamp! Especially manufactured to the requirements of Electropak-operated pin games. Full brilliancy with extra long life and freedom from burnouts.
- **WATCH** this Target! EPCO will continue to register bull's-eyes with new profit-makers for the pin game and amusement industry.

FREE TO ALL OPERATORS AND JOBBERS—The NEW EPCO MANUAL, Containing Exceptionally Valuable Electrical Information re Pin Games, Phonographs, Payouts, Etc.

ELECTRICAL PRODUCTS CO.
6527 RUSSELL STREET DETROIT, MICHIGAN

SUPER SALE--USED MACHINES

Big Ten	$10.00	Spot Lite	$ 6.00
Balance Line	6.00	Star Lite	5.00
Big Game	8.50	Score a Lite	5.00
California Exp.	10.50	Hi Low	18.00
Chicago Exp.	4.95	Twenty Ones	6.00
Criss Cross Lites	5.95	Beacon	4.95
Dealer	5.95	Checkers International	4.95
Gold Medal	17.00	Rockalites	4.95
Justice	22.50	Rebounds	3.45
Twenty One	5.00	Jigsaws	2.95
King of the Turf	5.00		
Screamo	10.00		

5 STAR BALL GUM—$12.00 per Case (Case Contains 10,000 Balls).

GLOBES for All Merchandise Machines.

COLUMBUS, Per Doz.	$8.00
MODEL No. 11, Per Doz.	6.00
MODEL D, Per Doz.	6.00

1/3 Deposit With Orders, Balance C. O. D. Or Cash With Orders—2% Discount.

WRITE FOR PRICES ON ALL USED MACHINES. BEST BUYS IN U. S. GET ON OUR MAILING LIST.

IMMEDIATE DELIVERY
The New Straight Pin Game Sensation,
SHORT WAVE
High Score Play Light Up Flash. Best-Selling Novelty Game In New York Today!
$39.50

BUDIN'S SPECIALTIES, Inc.,
174 S. Portland Ave.
BROOKLYN, N. Y.
Tel. Nevins 8-7528.

SPECIAL VALUES in USED PAYOUT GAMES

SPORTSMAN	$16.50
ROCKET	9.00
CHAMPION	11.50
MATCH PLAY	19.50
REPEATER	45.00

Quantity Limited
All thoroughly reconditioned and guaranteed.

Trimount Coin Machine Co.
1300 WASHINGTON ST.
BOSTON, MASS.

AUTOMATIC SALES MERCHANDISE VENDER
for Arcades and for Concessions in Batteries of 4 or more. Send for circular.
Manufactured by
ARCADE AMUSEMENT COMPANY
115 First St., N., Minneapolis, Minn.

SPECIAL PRICES TO ALL OPERATORS IN FLOOD AREAS! WRITE US YOUR NEEDS WE'LL HELP YOU GET STARTED AGAIN!

SPECIAL ON PRACTICALLY NEW PAY TABLES

Bally Champions (like new)	$15.00	Pamco Parlay (like new)	$ 80.00
Bally New Yorker (like new)	25.00	Big Richard (floor model)	100.00
Bally Derby (like new)	80.00	Giant (1-Ball, like new)	45.00
		Jumbo (cash)	47.50

1/3 Cash With Order — Balance C. O. D.

Write for Prices on Any Matchless You Want. All Our Machines Are GUARANTEED Perfect Working Condition.
WRITE TODAY!

ROYAL DISTRIBUTORS, INC.
1125 BROAD ST. - NEWARK, N. J.

WE ARE THE .. EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR Northwestern Merchandisers

Rush your order to us Today! We have complete new deal for all operators. BUY Your Northwesterns from us.

Write for Prices Today

Coin Billiard Tables Popular

CHICAGO, April 4.—Brunswick-Balke-Collender Company has introduced an innovation in recreation in its coin-operated pocket billiard tables, first of which was shown this week at the Hotel Sherman and attracted much attention.

The unit is located in the Sherman lobby near the cigar counter and its reception has been positively overwhelming. Crowds of people have gathered around the table from morning until night and there has been play on the table continually.

The table is four by eight feet, streamlined, and offers the new "eye-rest" purple cloth along with all the other improvements recently made on the Brunswick table. There is a coin mechanism at one end into which a dime is placed, releasing 15 balls into a basket. The cue ball is slightly larger than the 15 pocket balls, thus it does not enter the pockets. Since the regular game of rotation can not be played "according to Hoyle," the company has suggested three different setups which make the game intriguing to oldtimers as well as to people who see the table for the first time. The idea, which is revolutionary in amusement, appears to have caught on immediately.

Brunswick-Balke-Collender Company recently conceived the idea of offering its Junior line of pocket billiard tables to movie theaters as a means of stimulating kiddie business on Saturday afternoons. Only a few weeks have passed since the inception of the plan, but it has demonstrated that it has definite possibilities as a premium. The Commodore Theater, a neighborhood house, was one of the first to use the billard table and it proved that it has plenty of appeal. Several excellent plans for using the table have been suggested by the company. One is the purchase of the table by the theater operator, who in turn approaches a merchant in the neighborhood and lets the dealer underwrite the cost of the unit, in return for which the merchant receives advertising in the lobby and on the screen. Another is the purchase of the table by the theater operator, who sees possibilities of picking up increased attendance which adequately compensates for the investment made. Still another plan is now being worked out with a large operator of theaters in Chicago.

American Coin Distributing Snacks in Western New York

ROCHESTER, N. Y., April 4.—Trimount Coin Machine Company, Boston, has appointed the American Coin Machine Company here the Western New York distributor for Snacks, bulk merchandise vender which is going over big in this territory.

B. Stoll, of the American firm, reports business as "extremely fine" and states that his company will soon open another branch in Syracuse, N. Y. The company is prepared to make immediate deliveries on the latest games from practically all of the leading manufacturers, Stoll says.

JUST OUT OUR NEW Model B Vendor

Finished in beautiful luxurious, chrome finish with satin stripes — matching modern bar, fountain or restaurant fixtures. Lends a fine improvement to the appearance of any establishment. Its size (4½"x5"x12") is just right for booths, counters or wall.

THIS VENDOR is truly de luxe from a standpoint of not only appearance but also mechanical features. Has Coin Chute that can not be operated with washers, wire, etc. Shuttle will handle peanuts or hard candies and is adjustable for varying portions. Dispensing opening has cover, lending cleanliness and eliminating peanuts from dropping on counter or floor. Separate tumbler locks for coin and peanut chambers. Carries a popular list price, with good quantity discounts. Write at once.

MINN-KOTA MFG. CO., Dept. B-2, Fargo, N. D.

ATTENTION! Operators and Manufacturers! The Midwest Novelty and Supply Company IS EXPANDING!!!

"SAIL ALONG WITH THE HOUSE OF MERIT" that carries "EVERYTHING FOR THE OPERATOR."

Practically New Tickettes. Used only three weeks. Selling for $7.50.

PIN GAMES—Combinations of Three—"21," "Criss Cross," "Drop Kick," "Beam Lite," or other games, 3 for $25, like cigarettes. In A No. 1 Condition.

We have a complete stock of all new and used games. Our prices are in line with all the other jobbers and distributors.

Midwest Novelty & Supply Co.
672-78 University Ave., St. Paul, Minn.

FOR SALE

Ranger	$37.50	Hunter	$19.50
King Six Jr.	10.00	Frisky	11.00
Cross Road.	10.00	Esquire	5.00
Flying Trapeze	4.75	Man in Moon	10.50

1/3 Deposit, Balance C. O. D.

AMERICAN COIN MACHINE CO.
559 Clinton Ave., N. Rochester, N. Y.
969 Main St., Buffalo, N. Y.

TRADE YOUR OLD PIN TABLES FOR NEW

Save Money—Buy Direct From Distributor. Western Shells, Harmony Bells, Keeney Double Score, Mills Tycoon, Daily Races.
We are distributors for all Leading Manufacturers.
16 Years of Dependable Service.
BADGER BAY CO., GREEN BAY, WIS.

IMMEDIATE DELIVERY

Bally Derbies	$ 62.50	Seeburg Selectophones	$125.00
Paces Races	300.00	Mills 12-Record Selective No. 801's	64.50
Bally Jumbos	32.50	A. B. T. Sportlands	10.00
Rock-Ola Trojans	35.00		
Keeney Mammoths	40.00		
Rock-Ola G Awards	17.50		

1/3 Deposit.
All Games Guaranteed First-Class Condition.
BORDER SALES CO., Pharr, Tex.

for Snacks Profits
SEE INSIDE BACK COVER

Pacific Amuse. Announces New Pinch Hitter Pay Table

CHICAGO, April 4.—A new Pamco payout table is announced as Pacific Amusement Manufacturing Company's latest release. Pinch Hitter is the name. Sample machines have already been shipped to distributors and jobbers in both one and five-ball models, with the best of reactions reported.

According to descriptions received, Pinch Hitter offers entirely different and new ideas in play-field animation. When a coin is inserted odds change automatically on payout holes all over the board in values ranging from a dime to $1.50. Play field and light-up board depict a baseball game at the most tense moment of all—the ninth inning, with score 1 to 0 in favor of visiting team. Bases are loaded, two men are out and the player steps up to pinch hit his way to a payout. If the odds appearing on the backboard seem to offer lesser opportunities and the player desires to improve them there's a skill lane actuated by a contact at the top center of the board, which, when the player engages it by exercising a well-directed skill shot, spins the odds changer again to better his chances of obtaining an award. Then, too, the ball runs along newly designed and curved springy guides which cause an action heretofore unknown to payout machines. They are said to actually jockey back and forth past payout holes in tantalizing fashion and to swoop in graceful curves for a change of pace that's actually appalling to watch.

But the thing that marks Pinch Hitter as more out of the ordinary lies in the fact that another lane farther down on the board actually makes it possible to change player odds for the third time on a single coin. Of course, in the five-ball model Pinch Hitter odds can change even more than that.

"It's something really new," says Fred McClellan, president of Pacific, in describing Pamco Pinch Hitter. "We've injected automatic changing odds at the start of the game. We've given the player a skill shot to again improve his odds opportunities, while lower down another lane changes the odds still further thru the element of chance. All these features, coupled with new ball animation, which, in my opinion, is the best I've ever seen, give Pinch Hitter a big edge in its player appeal. It's in volume production now and pushing its way into all parts of the country as fast as we can fill orders."

Felsenthal Mixes Pleasure With Biz and Gets Orders

CHICAGO, April 4.—Lee Felsenthal, of the Ad-Lee Company, has returned here after an extended tour thru the South and Southwest and along the West Coast.

While Mr. Felsenthal was primarily on a pleasure trip he just couldn't help from mixing business with pleasure and therefore spent a large portion of his time visiting operators, jobbers and distributors in the various towns. He was extremely gratified with the marvelous response displayed by all coinmen who had seen Ad-Lee's new Duette Twin Vender. He booked a number of substantial orders for Duette, which promise to keep the Ad-Lee factory going at top speed for quite some time.

The crowning achievement of Lee's trip was an order for 500 Duette venders taken by him from the National Amusement Company, of Los Angeles and San Francisco. No doubt a story will be shortly forthcoming from Mr. Felsenthal regarding operating conditions in the various territories in which he had traveled.

Don Coney Takes Leave To Join Angott Staff

DETROIT, April 4.—Don Coney, sales manager of the Electrical Products Company here, has taken an indefinite leave of absence from that post to become associated with the Angott Coin Machine Exchange Company, this city, which until its recent reorganization was known as the American Automatic Sales Company. Coney will have charge of the Seeburgh phonograph sales at the Angott firm.

The Angott company changed its name and underwent a reorganization recently when M. A. (Mike) Angott decided to take his brother, Carl, into the business and move to new and larger quarters at 8625 Linwood avenue.

The recent opening of the new Angott quarters drew coin machine men from all over the State, with the Angott boys proving excellent hosts and the Angott Bar getting an extremely heavy play.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

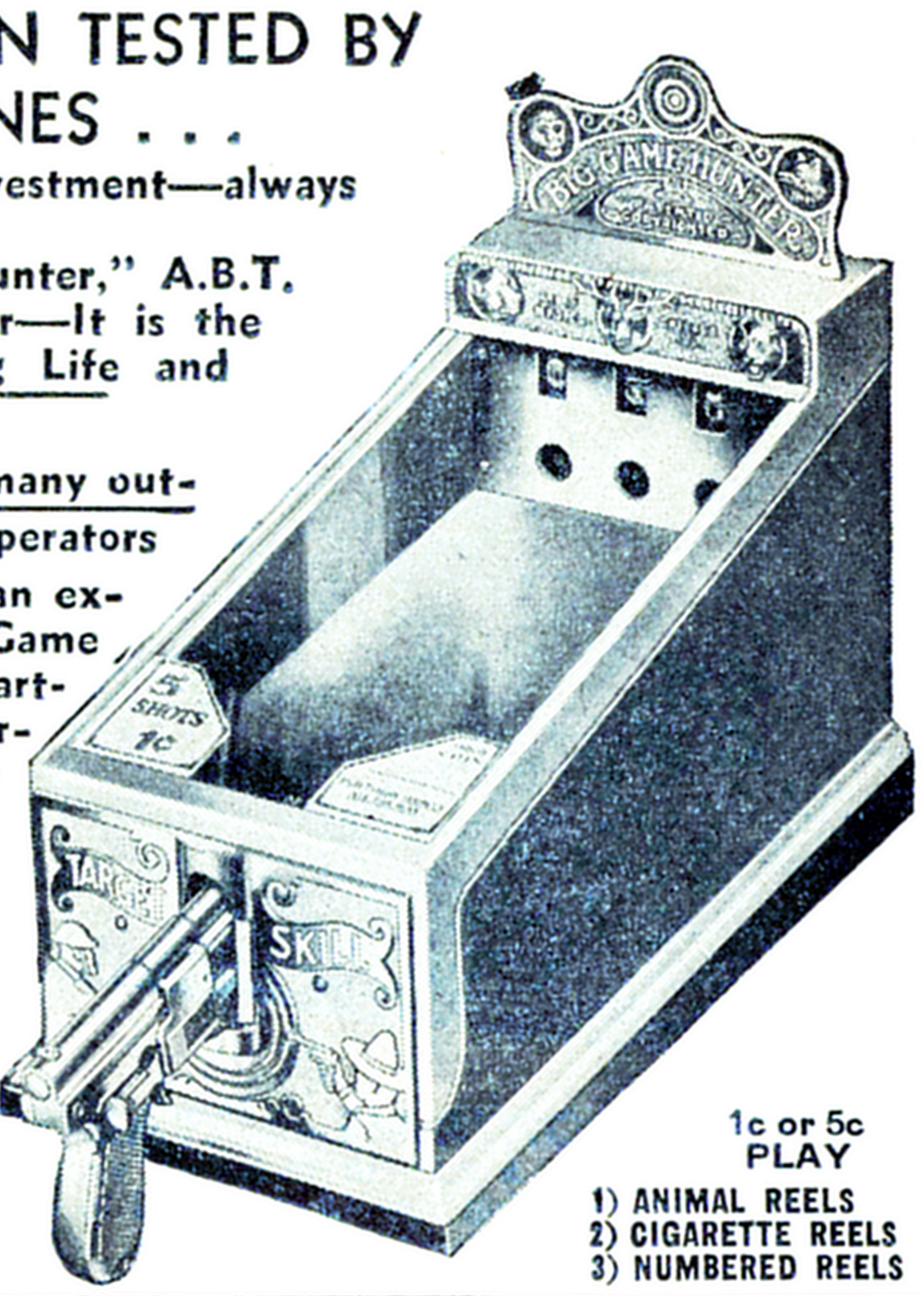
A. B. T. BIG GAME HUNTER

TIME AND LOCATION TESTED BY OVER 60,000 MACHINES . . .

"Big Game Hunter"—Best Investment—always has been—always will be—
In presenting the "Big Game Hunter," A.B.T. has met your need for a winner—It is the machine of "Big Income, Long Life and Low Depreciation."
Today, with over Ten Times as many outlets available—distributors and operators feel that "Big Game Hunter" is an excellent money maker. "Big Game Hunter" in our opinion is the smartest, snappiest machine on the market, and will take in more money than many machines that sell for three times as much.

OPERATOR'S PRICE
Only... $32.50 EACH

SEE YOUR JOBBER or WRITE TO US . . .



OTHER PRODUCTS BY A.B.T.
(Write for Circulars and Prices)

PAYOUT MACHINES: Captain Kidd (3 Balls), Trans-Pacific (1 Ball), Combination (3 Balls), Grand Prize (1 Ball), Three-in-a-Row (9 Balls), Big Shot (1 Ball), A. B. C. (10 Balls).

COUNTER GAMES: Wagon Wheels, Sportland, Smoke-Up, Prosit, Three Cadets and Half Mile.

NOVELTY MACHINES: Top-It, Homestretch.

TEN-BALL PIN TABLES (Tape or Ticket Units): Archer, Four Roses, Speedboat, Olympics, Lighthouse.

A. B. T. MANUFACTURING CO. Inc.
3311-19 CARROLL AVE. CHICAGO, ILL.

PIN BALL MACHINES $2.00 EACH ∴ KEEP READING!

SIXTY-FIVE PIN BALL GAMES, NO TWO ALIKE—$10.00 BUYS FIVE OF THESE, AND THEY WILL WORK. CASH IN FULL ON THESE. Guaranteed Reconditioned Automatic and Amusement Games at Close-Out Prices—Just What You Have Been Waiting For. Check Over Games Below and Then Wire, 'Phone, or Write Your Requirements. SHIPMENT SAME DAY ORDER RECEIVED. (If Games Are Not Listed Here, Write for Our Complete List.

90 MILLS TICKETTES, $5.50 EACH, OR 5 FOR $25.00.

19	*Jennings Sportsman	$18.50	3	*Keeney Repeaters	$79.50
2	*Jennings Flying Turf	18.50	18	*Rockets, New Style	11.50
3	*Liberty Bells, 10 Balls	11.00	7	*Bally Champions	11.00
18	A. B. T. Autodart Ticket Games	15.50	8	Jr. Flying Colors	7.00
14	A. B. T. Autoflash Ticket Games	17.50	31	*"A" Model Traffics	14.50
7	*Mills Ten Grands	77.50	24	*"B" Model Traffics	13.50
11	*Bally Jumbos	49.50	7	*Bally Ramblers	92.50
17	*Bally Derbys	83.50	4	Bombers	21.50
3	A. B. T. Archers	15.50	3	Majik-Keys Kickers	3.95
2	A. B. T. Autocounts	9.00	5	One-Two-Three	4.95
6	Sink or Swim	4.95	1	Tango	7.00
5	*Mills Pearl Harbors	32.50	7	"C" Model Traffics	7.00
4	*Jennings Daily Limits	99.50	21	Penny Packs	8.75
8	Mills Triple Slot Troubadour Phonographs, Perfect Condition	167.50	5	Chester Pollard "Play Golf" Machines	17.50
4	*Bally Golden Harvest	47.50	3	Jennings Vender Scales	24.50

(Games marked thus * are Automatic Payout and can be supplied to Pay Out Cash or Checks. In Placing Orders, Specify Which Wanted.)
TERMS: 50% Certified Deposit With Order. We Ship C. O. D. for Balance.
THE VENDING MACHINE COMPANY, 205-15 Franklin St., FAYETTEVILLE, N. C

FACTORY CLOSE-OUTS
PRICES CUT 50% AND MORE
Brand New Machines All in Original Crates.

PAY TABLES		NON-AUTOMATIC TABLES	
ACES	$47.50	BLUE RIBBONS	$19.50
CARIOCAS	33.50	BLUE STREAK	17.50
CHAMPIONS	27.50	CASTLELITES	22.50
DO OR DON'T	29.50	CHICAGO EXPRESS	22.50
DAILY DOUBLE SRS.	67.50	CRUSADERS	37.50
GOLDEN HARVEST	69.50	C. O. D.	19.50
MAMMOTH	69.50	FRISKY	21.50
PROSPECTOR	57.50	FLEET	17.50
PUT 'N' TAKE	29.50	SCORE A-LITE	19.50
ROCKETS	27.50	STREAMLINE	16.50
REPEATERS	79.50	TRAFFIC C	22.50
SPORTSMAN	31.50	TURN TABLES	19.50

TERMS: 1/3 Cash Deposit, Balance C. O. D.
Write for Give-Away Prices on Used Machines.
OPERATORS SERVICE SYSTEM
World's Largest Coin Machine Distributors.
632 Madison Avenue, MEMPHIS, TENN.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

CREDIT EXTENDED RESPONSIBLE OPERATORS

Multiple	Rambler	Double Score
Peerless	Bally Derby	Mammoth
Bonus	Repeater	Electric Eye

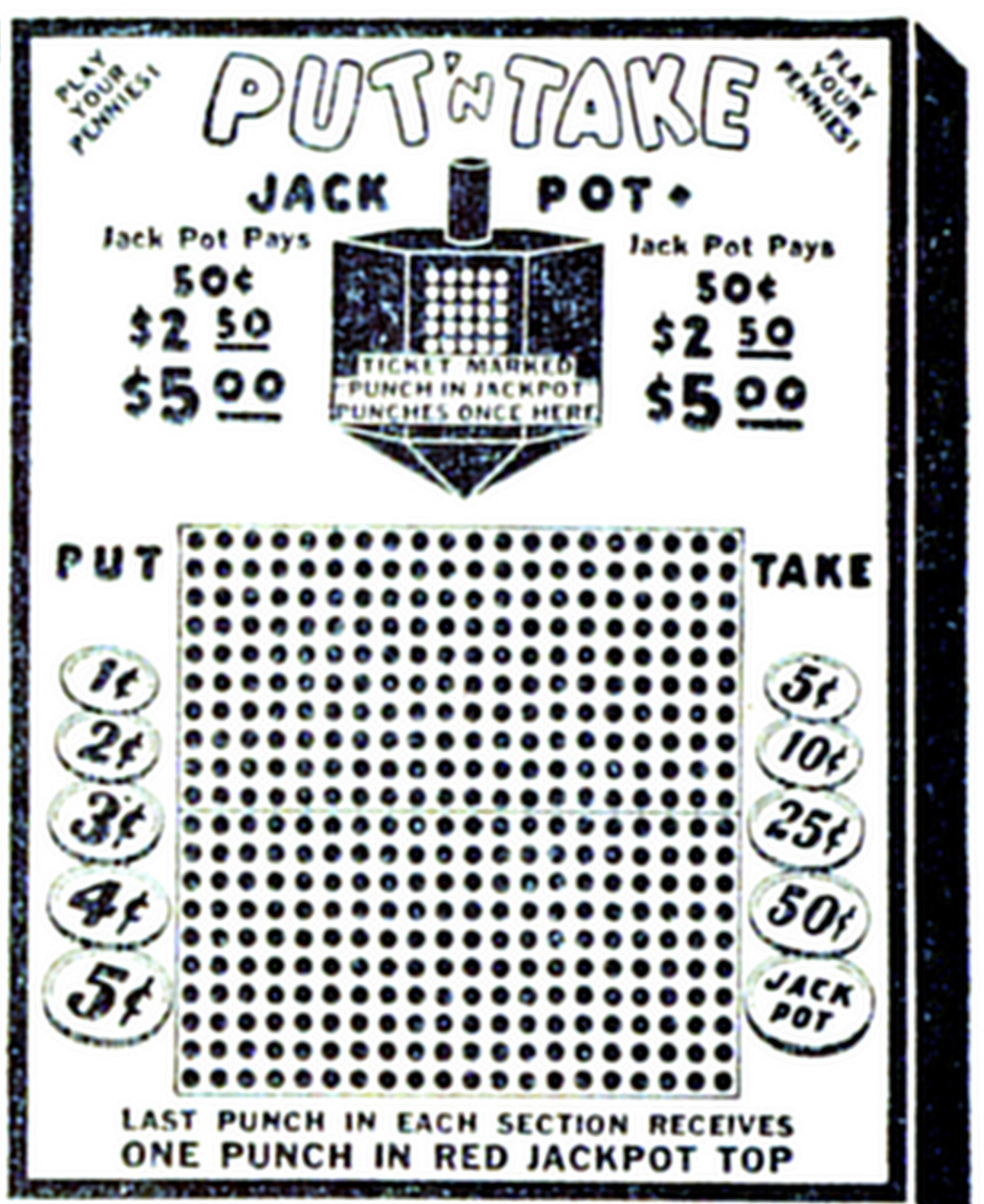
AUTOMATIC AMUSEMENT COMPANY
683 Linden Avenue, MEMPHIS, TENN.
1304 Throckmorton Street, FT. WORTH, TEX.

PUT 'N TAKE

400 Hole	Form 3875
Takes in	$15.00
Average Payout	7.54
Price with Easel	1.10

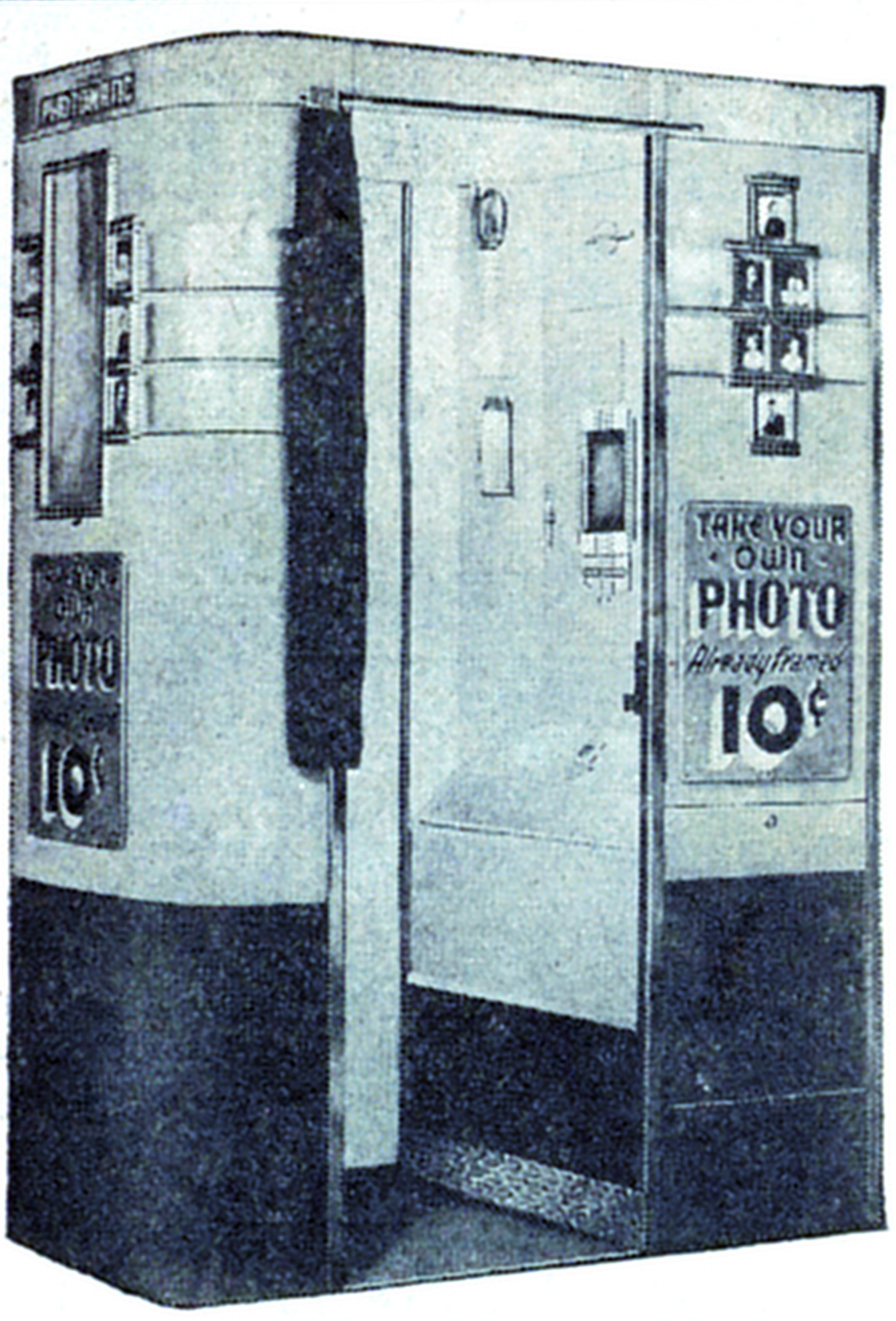
Plus 10% Federal Tax.

CHAS A. BREWER & SONS
LARGEST BOARD and CARD HOUSE in the WORLD
6320 Harvard Ave., Chicago, U. S. A.



While 50 Bally Jumbos Last!
USED LESS THAN ONE WEEK!
GUARANTEED AS GOOD AS NEW!!
SUBJECT TO PRIOR SALE!!!
$46.50 F. O. B. Chicago
ONE-THIRD CASH—Balance C. O. D.
GLOBE DISTRIBUTING CO., (Al Tigerman)
1215 DIVERSEY PKWY. CHICAGO

OPERATORS HEADQUARTERS
We Have All the Latest Automatic Pay Tables; Pinball Games, Counter Games, Slot Machines, etc.
JOIN OUR BUYERS CLUB AND GET JOBBERS PRICES
HUBER COIN MACHINE SALES CO., 600-610 VanBuren Street, CHICAGO, ILL.



PHOTOMATIC
TRADE MARK
100% COIN-OPERATED

Occupies no more floor space than 2 pin games. Unlimited profitable locations. A **Natural** for Seashore, Parks, Resorts, Hotels, etc.

A Mechanical Marvel
The result of years of practical development. A fool-proof machine that takes perfect photos AUTOMATICALLY and delivers a finished **metal framed** portrait 60 seconds after the coin is inserted!

No Attendant Needed
GOOD FOR YEARS OF STEADY SERVICE

You can operate a route of PHOTOMATICS as easily as you now operate Cranes or Pins. The simple directions are so clear even children can take their own pictures without assistance.

No Photographic Experience Needed

A PERFECT PORTRAIT—METAL FRAMED—10c COMPLETE!
As easy as stepping on a scale to learn your weight. Only two things to do—sit down—insert the coin—nothing else to do!—and in 60 seconds your finished picture drops into the delivery chute.

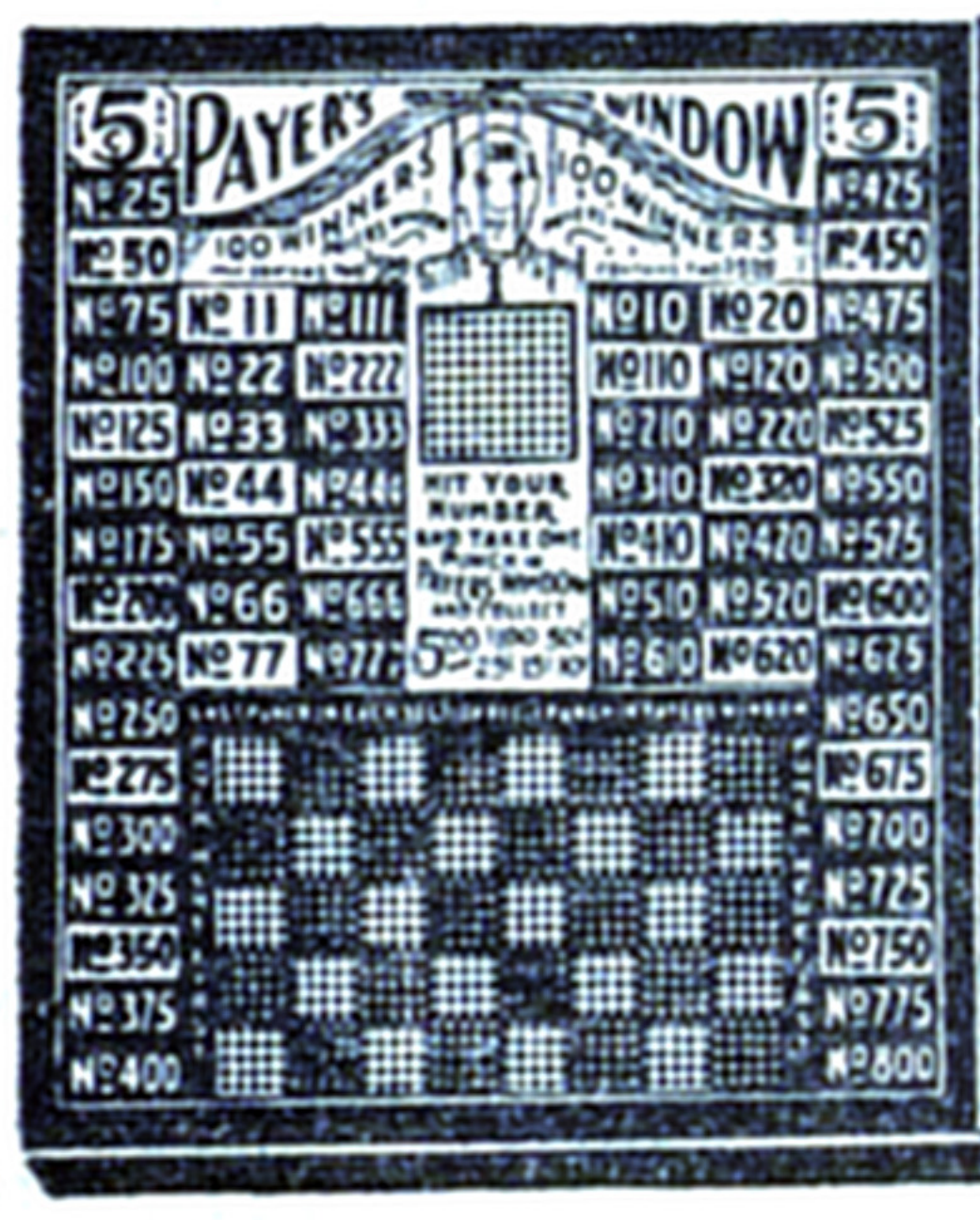
NOW TAKING $50 PER DAY PER MACHINE ON ORDINARY TEST LOCATIONS!!!!!!

In All Our 41 Years of Manufacturing Experience We Have Never Had A More Remarkable Machine for Operators....

CALL-WRITE OR WIRE TODAY

WORLD FAMOUS SINCE 1895 MUTOSCOPE

INTERNATIONAL MUTOSCOPE REEL CO. Inc. 516-20 W. 34th ST. NEW YORK CITY



Our latest circular just off the press with a
CHUCKFULL OF MONEY MAKERS
Write for a copy. Here is one out of 24 of our latest creations:
THE PAYERS' WINDOW—1,000 holes with Payers' Window containing 100 holes and all of them getting punched out, paying 10c to $5.00, with 2 $5.00 hits. Board takes in 1,000 holes at 5c per sale, $50.00. Pays out $24.00.
Your Profit, $26.00.
Price $1.86 plus 10% Gov. Tax
AJAX MANUFACTURING CORPORATION
119 N. 4th Street, Philadelphia, Pa.

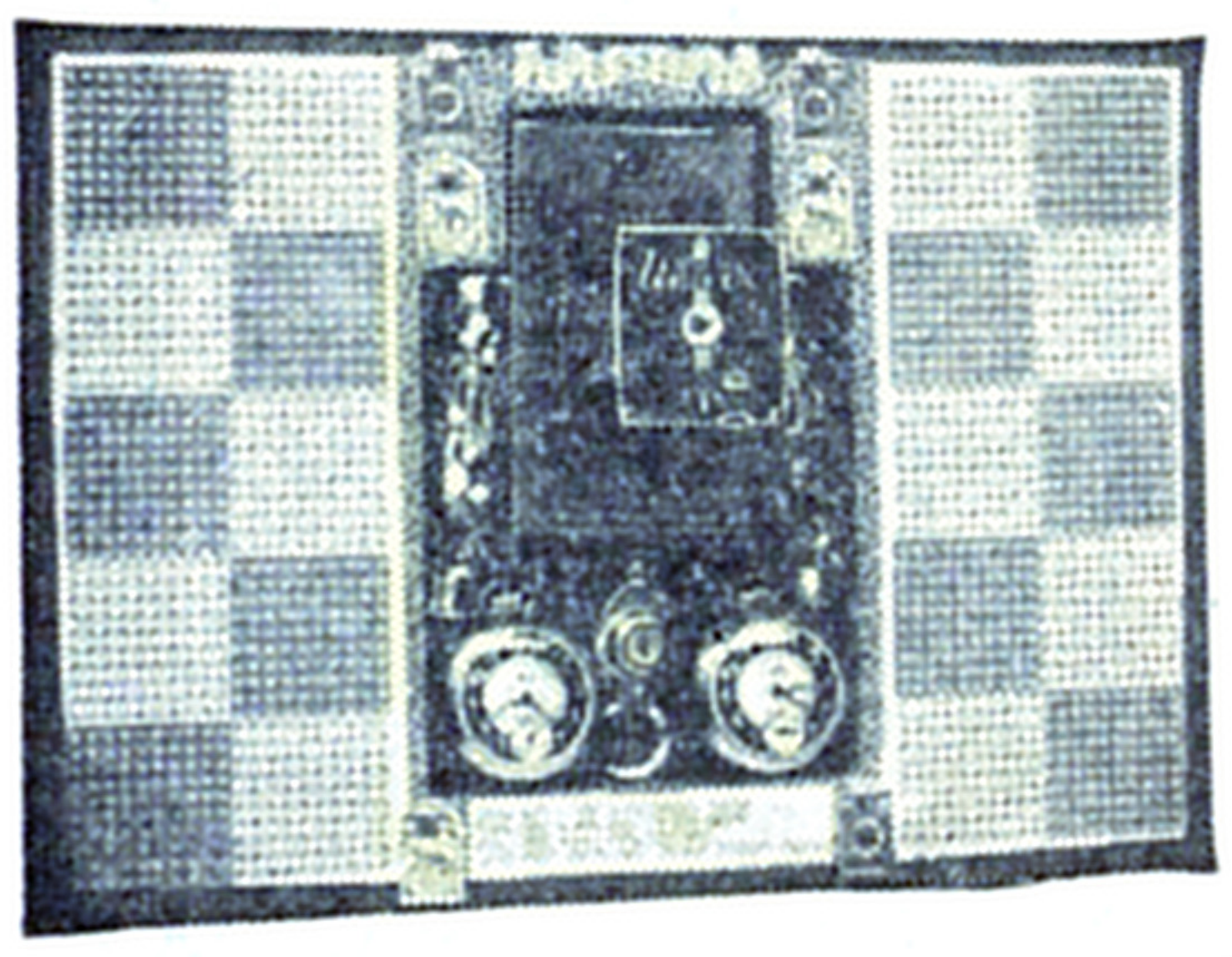
BABE'S BARGAIN BUYS

ACTION	$4.00	BALANCE	$10.00
ELECTRO	4.00	KINGS	10.00
GOLDEN GATE	4.00	KINGS of the TURF	10.00
CRISS CROSS Alite.	7.50	PAR GOLF	10.00
MAJOR LEAGUE	7.50	HOP SCOTCH	15.00
SIGNAL SR.	7.50	SCREAMO	15.00

1/3 Deposit, Balance C. O. D.

PHONOGRAPH EXCHANGE
SELL OR BUY
Reconditioned Machines
Introductory Offer WURLITZER'S SIMPLEX — P12 — 3 months old, like new. Ea. $199.50
WRITE OR WIRE YOUR NEEDS

BABE KAUFMAN INC. 455 West 42nd St NEW YORK CITY Tel. MEdallion 3-0468



SALESBOARD OPERATORS
Featuring a Univex Folding Camera, 2 Pocket Watches, 2 Pocket Knives and a Compass and Magnifying Glass on a 2,000-Hole Penny Cigarette Board for only $3.95
This deal can also be had at 2c a sale with 2 Elgin or Waltham Pocket Watches for only $8.50
TERMS: 25% deposit, balance C. O. D.
NOVELTY SALES CO.
806 Walnut Street, Philadelphia, Pa.
WRITE FOR OUR 1936 ILLUSTRATED CATALOGUE

TIT-TAT-TOE, With 1000 balls of Gum, $17.50
SOUTHERN AUTOMATIC SALES CO.
SOUTHERN AUTOMATIC MUSIC CO.
Est. 1923
SEEBURG DISTRIBUTORS,
540-542 S. 2nd Street LOUISVILLE, KY.
Phone, Wabash 5464

AMERICAN SALES CORPORATION
936 WRIGHTWOOD AVE., CHICAGO, ILL.
Get ready for a big Spring and Summer business . . . The boom is on . . . BUT . . . be sure you have the best PIN GAMES . . . We sell only the "LOCATION TESTED" money getting games . . . You can buy on credit . . . same as hundreds of our customers do.
ASK FOR CREDIT!
WRITE TODAY!
Lee S. Jones
P. S.—Radio Station A. S. C. never signs off. You can broadcast your orders any time.

BIG SAVINGS ON RECONDITIONED PAY TABLES

BALLY'S JUMBO	$42.50	Rockola's DELUXE '46'	$39.50
BALLY'S CENTENNIAL	27.50	Rockola's STAMPEDE	22.50
MAMMOTH	$42.50	Rockola's Gold Award (Floor Samples)	$32.50
New Payout Unit. A. B. T. Coin Chute ELECTRIC BAFFLE BALL		Latest Model, Like New. Natural Finish Moulding.	$42.50
KEENY'S REPEATER (Floor Samples)	$59.50	PAMCO PARLAY or RACES (Floor Samples)	$69.50

5 STAR BALL GUM 50 Boxes to Case . . . . $4.95 Case

NEW COUNTER GAMES IN ORIGINAL CARTONS

HOLD AND DRAW	$22.95	A. B. T. SPORTLAND	$15.95
GEM-PENNY SMOKE	11.95	HOLE-E-SMOKE	11.95

FLOOR SAMPLES WURLITZER AUTOMATIC PHONOGRAPHS WRITE US FOR PRICES

ACME NOVELTY CO.
25 NO. 12th ST., MINNEAPOLIS, MINN.

Fitzgibbons Real Pioneer

•

Rounding out quarter of a century in the coin machine business

•

NEW YORK, April 4.—There are few men left in the coin machine industry who can recall the machines they operated 25 years ago.

From among those first pioneers has come a tendency toward stabilizing influence in the coin machine industry. Those first coin machine men are today the guiding influence for ambitious youngsters who seek this industry as a means toward materially enriching themselves and for the general betterment of conditions.

As an industry there must always be the pioneer who can look back over many years and use the experience gained over that period of time to meet any conditions which arise. Such a pioneer and such a man is John A. Fitzgibbons, who, with April 15 of this year, fills out 25 years of effort, development and progress in the coin machine industry. On that day Mr. Fitzgibbons will celebrate his silver anniversary in the coin machine business.

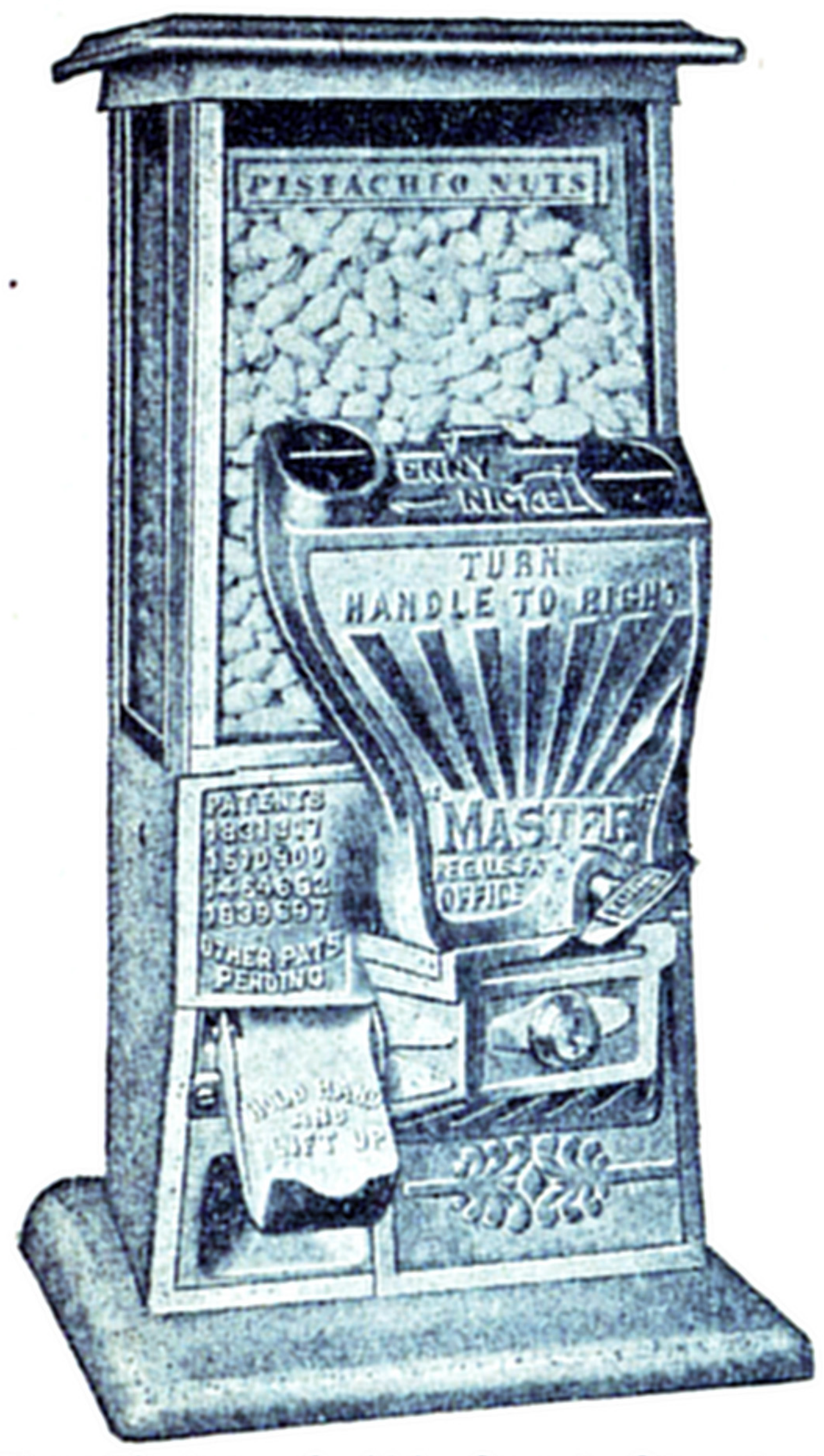
It will be more than just the celebration of 25 years of endeavor. He will also celebrate the opening of the first large building dedicated by any distributor in the world to one certain manufacturer, the Bally Building. The formal and official opening of the Bally Building will also take place April 15 amidst much entertainment.

At this celebration there will be present the officers of the Bally Manufacturing Company, of Chicago, the firm for which Mr. Fitzgibbons is Eastern distributor and factory representative. There will also be many hundreds of friends from this city and surrounding cities, including many coinmen present from New Jersey, Connecticut, Pennsylvania, Maryland, Delaware and from other surrounding States to do Mr. Fitzgibbons honor on this occasion. The 20 employees of the firm will act as hosts. The hostesses will also be from among members of the firm. All the floors of the new Bally Building will be open for inspection on that day. The new Bally games will be on display. All new mechanical apparatus and the new offices will also be open for inspection.

There will be present the press of this city, as well as such leaders as General John F. O'Ryan, who is special counsel for the Amusements Service Corporation of America, the corporation of which John A. Fitzgibbons is president. There will be movie, radio and stage stars to help entertain the crowd. Jack Dempsey's famous restaurant will cater the

(See FITZGIBBONS on page 144)

ABOVE PHOTOGRAPH shows Lee Felsenthal, of the Ad-Lee Company, Chicago, receiving an order for 500 Duette vending machines from Jack McClelland, of the National Amusement Company, Southern California distributor for the Duette vender. Mr. McClelland informed Mr. Felsenthal that he expects to do a big job with Deutte venders.



MASTER No. 77
"2 MACHINES IN 1"

The Choice of ALL Smart Operators. 1c and 5c Purchases on Same Machine. SAVES enough money in a short time, rejecting all common slugs to almost pay for itself. Vends every popular type of bulk merchandise. Beautiful! Modern! Fool-Proof! Practical! PROVED THE BEST! RUSH YOUR ORDER TODAY. Enclose 1/3 Certified Deposit. Balance shipped C. O. D.

$12.75 Each

With New Porcelain Top and Porcelain Lined Thruout. Only 25c Extra.

EXCLUSIVE DISTRIBUTORS ROCK-OLA'S MULTI-SELECTOR
And all the Latest and Best Games. WE CARRY STOCK ON HAND! SAVE MONEY—Write LAZAR Today for Complete Price List and New Detailed Circulars with Full Information of all the Games!

B. D. LAZAR CO.
1340 FORBES ST., Pittsburgh, Pa.
136 Franklin Ave., SCRANTON, PA.
119 Penn Street, READING, PA.

WANTED TO BUY

International Mutoscope Cranes or Electric Hoists. State lowest price. Also can use an Exhibit Knockout Punch or any other Athletic Machines suitable for Penny Arcade. Address

PLAYLAND AMUSEMENT
239 West 125th Street, New York City.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

BLOOD PRESSURE

Coin Machines, original, patented. The newest and biggest hit; met with the most sensational success since their introduction last summer at Atlantic City, Coney Island, Rockaways, etc. Hundreds now on display throughout country. Ideal for amusement centers, resorts, fairs, 5 & 10c, etc. Income as much as $150 per week, may be used with or without an attendant; pays for itself in a very short time.

Now selling at a new low price of . . . . $39.50 GT

Send for Illustrated Circular.

LAUFMANOMETER CORP.
4532 Park Ave., NEW YORK CITY

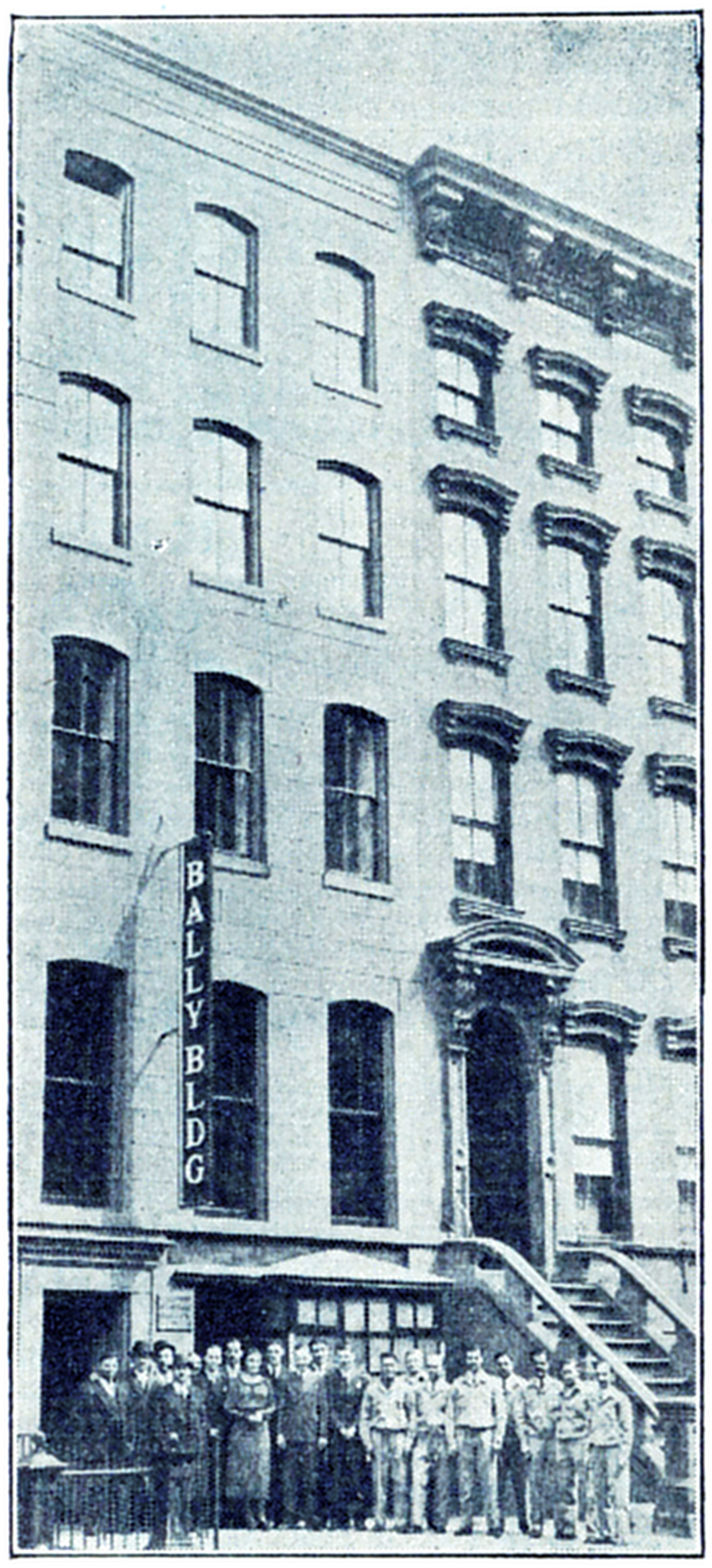
Film Town Has a Rival In Rock-Ola's Hollywood

CHICAGO, April 4.—Hollywood at last has found a rival, with the competition coming right from Chicago—from the Rock-Ola Manufacturing Corporation's big plant, to be exact. By now most operators know that Rock-Ola's one-shot automatic—Hollywood—is stealing the movie town's stuff as far as fascination, appeal and box-office returns are concerned.

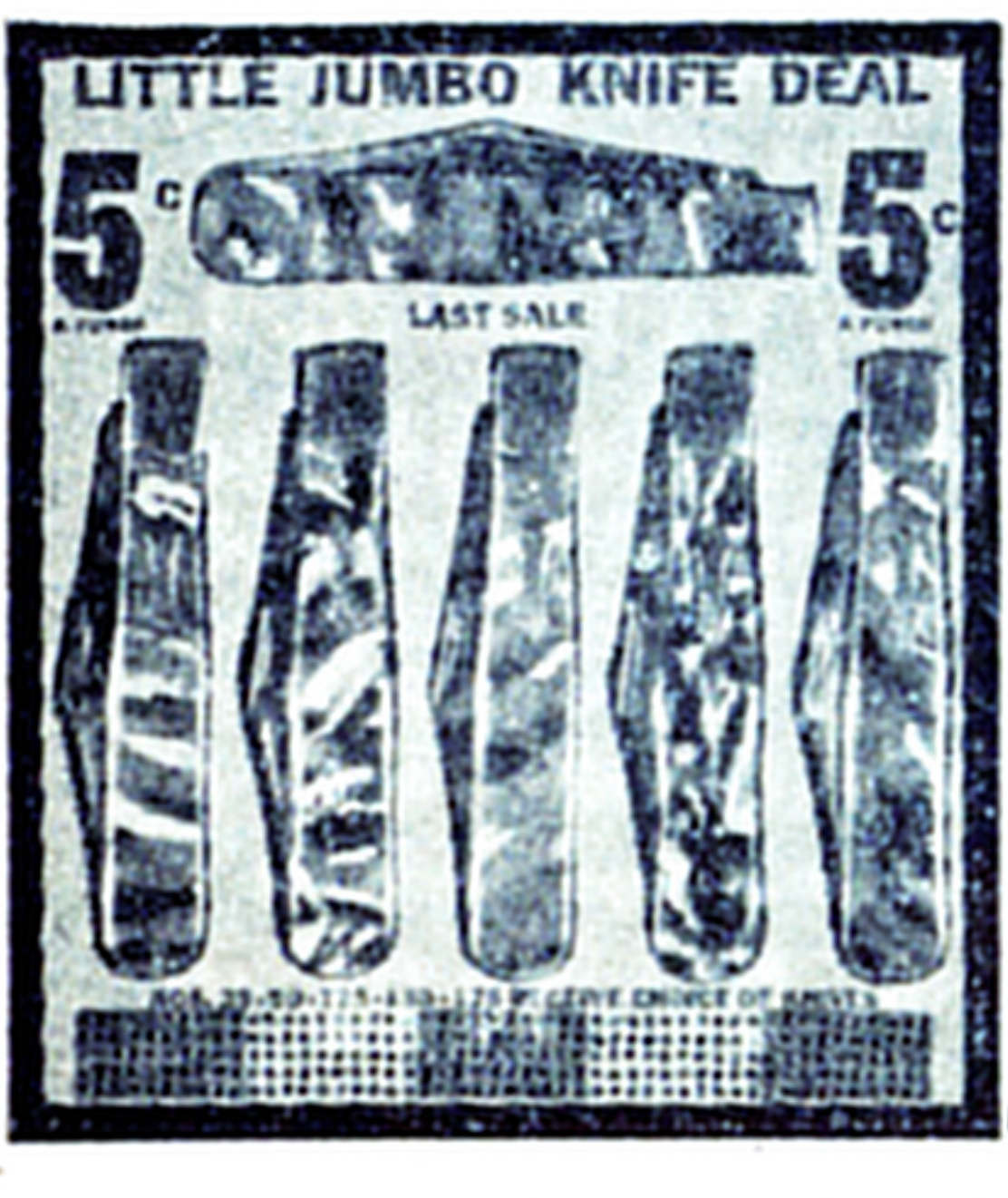
A reporter just back from a visit to the Rock-Ola plant tells a glowing story of great activity and big doings. In the sales division of the general office he was shown orders from operators and distributors all over the country. And without divulging any inside information he can report that carload orders were in evidence, as well as plenty of 25, 50 and 100-lot rush orders.

Production lines move along at a merry clip. Punch presses fairly roar with action; shipping platforms are beehives of activity. All this so that operators may get their Hollywoods faster and start counting their profits sooner.

As to Hollywood itself it is a beauty. Hollywood operators credit the table's success to its colorful appeal—and to the fascination of its Star Award Panel. In fact, they compare this particular feature to the magic pull of a double jackpot. Flashing stars of Hollywood's Star Award Panel mean special awards of anything from a dime to $1. This is in addition to the regular awards on the field. Besides, operators are reporting a great deal of satisfaction at the mechanical perfection of this new Rock-Ola hit.



NEW BALLY BUILDING, New York, which houses the Fitzgibbons Distributors. The formal and official opening of the building will take place April 15.



QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for $6.00. Special price, sample $3.50, ten or more $3.00 each.

H. G. PAYNE CO.
312-14 Broadway, Nashville, Tenn

OUT NEXT WEEK

THE MOST SENSATIONAL—
THE CLEVEREST—
THE MOST ASTOUNDING
PAYOUT TABLE OF
ALL TIME!

Monopolee

WITH A *Multiple* COIN SLOT PLAY!
CAPITALIZE ON THE HOME GAME
CRAZE THAT EVERYBODY IS PLAYING.
Hurry! Order Now! ALL ORDERS WILL
BE FILLED IN THE ORDER RECEIVED

CHICAGO COIN CORP
1725 DIVERSEY BLVD. CHICAGO ILL.
Cable Address CHICOCO

IT'S DERBY DAY!

A PRIME FAVORITE IN ANY LOCATION! RIDE THIS HARLICH WINNER TO NEW PROFIT RECORDS.

$25.00 TO SHOOT FOR

No. 664—DERBY DAY, 600 Holes, Takes in $30.00; Average Payout, **$10.26**; Average Gross Profit, **$19.74**.

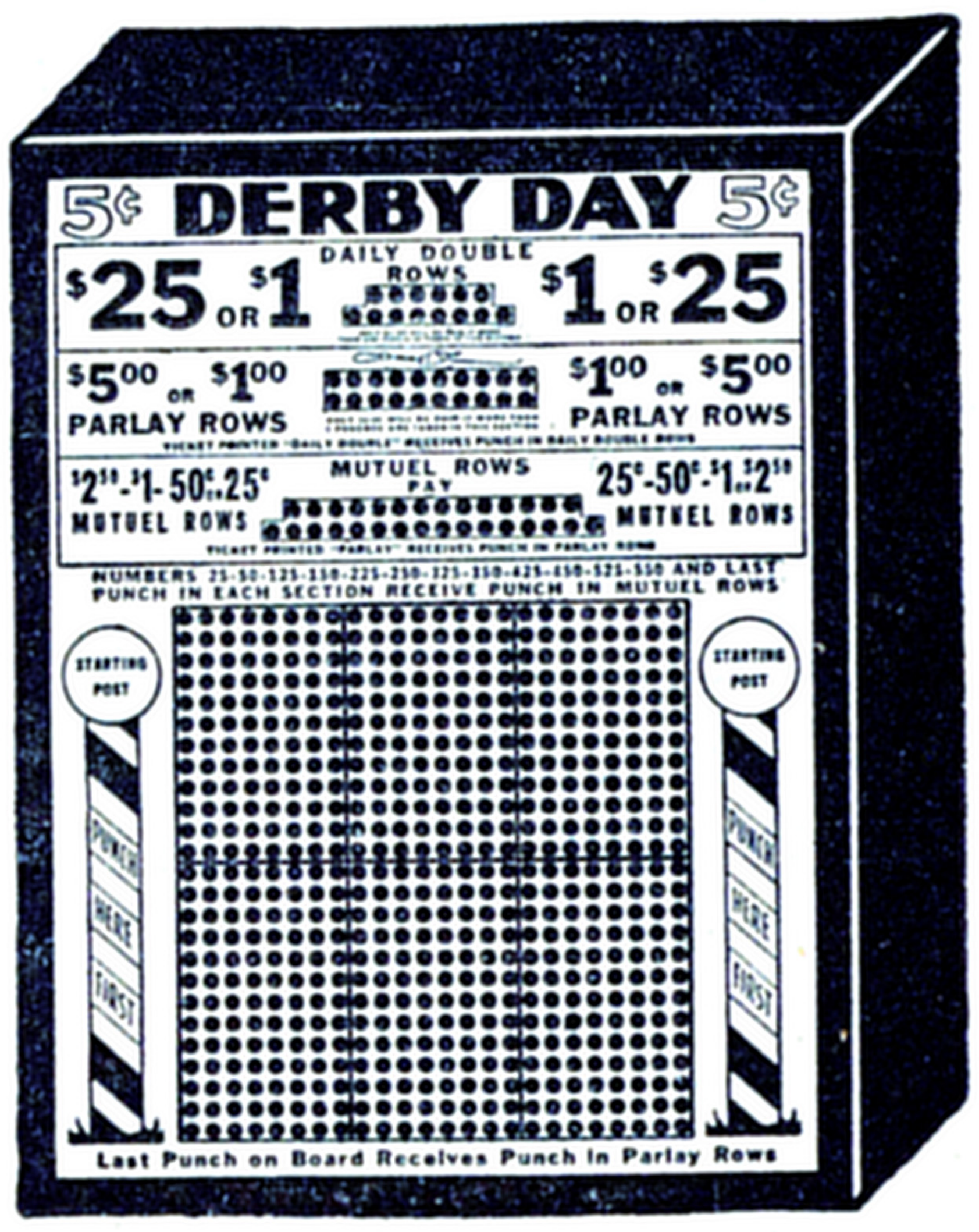
Price $2.66 Plus 10% Tax

Price includes Easels and Fraud-Proof Tickets for the $25.00, $5.00, "Parlay" and "Daily Double" Tickets.

A Harlich Jumbo Board, the best in salesboards. Extra thick, with extra large, easy-to-read tickets for extra fast play. Send for complete catalog of profit makers.

Write, stating your line or business, to

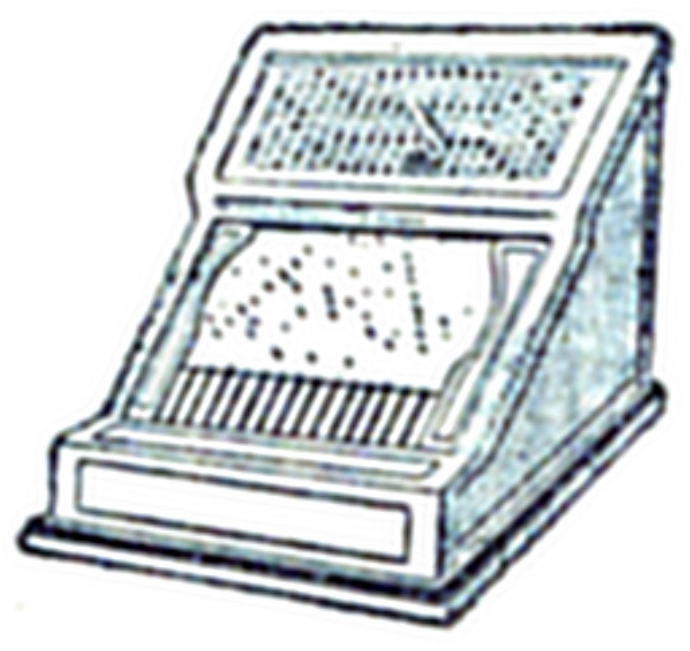
HARLICH MFG. CO.
1401-17 W. Jackson Blvd., - - CHICAGO, ILL.



FOR 1936 BASEBALL SEASON

A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT.
Will Double the Sales.
A NEW SCHEDULE FREE TO OUR CUSTOMERS.
Special Weekly Tickets, All Kinds, All Sizes.
Folded and Sewed With Your Label. Write Your Requirements.

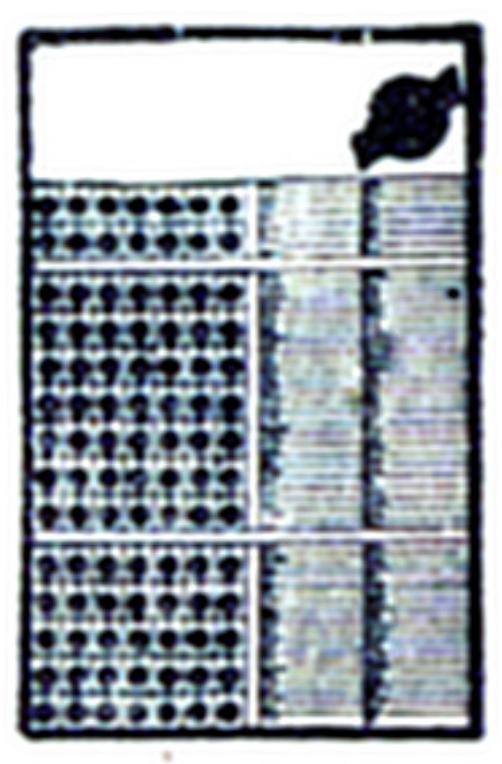
WERTS NOVELTY CO., INC., Muncie, Ind.



« « SOMETHING NEW « «
CENTRAL AUTOMATIC SALES BOARD

Fast Seller for Cigars, Cigarettes, Candy and all other Merchandise. Jobbers and Operators write for Circular and Full Information. ALSO MANUFACTURERS OF PUSH CARDS.
WRITE FOR PRICES.

CENTRAL PRESS 425 MARKET STREET
PHILADELPHIA, PA.



BASEBALL TALLY CARDS

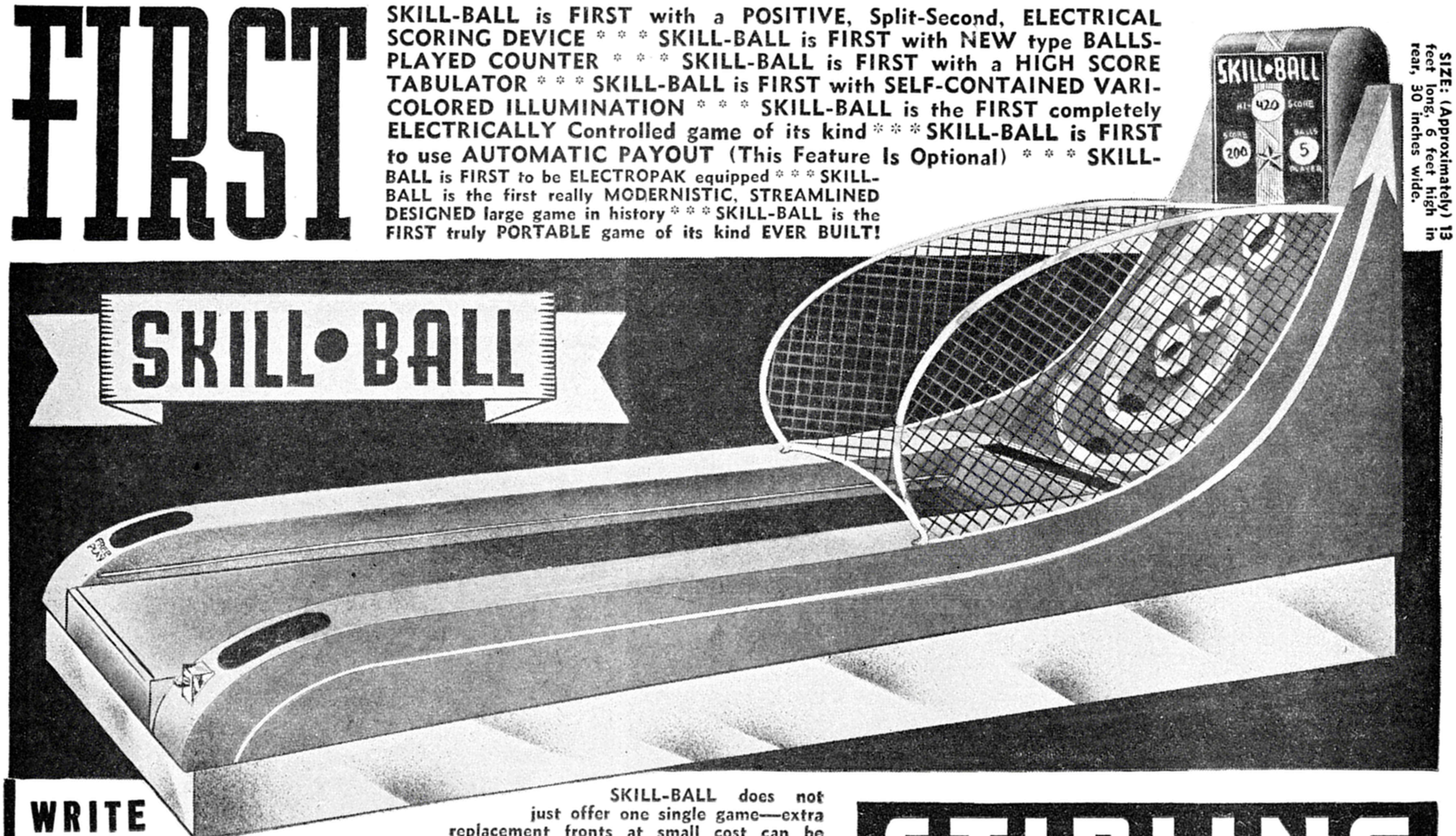
All kinds of Coupons for Operators. 120 Tickets, Names and Numbers, American and National Leagues, $13.20 per Gross. We make all kinds of Tip and Jackpot Cards.

Write for Quantity Prices. Distributors Wanted.

TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

FIRST

SKILL-BALL is FIRST with a POSITIVE, Split-Second, ELECTRICAL SCORING DEVICE * * * SKILL-BALL is FIRST with NEW type BALLS-PLAYED COUNTER * * * SKILL-BALL is FIRST with a HIGH SCORE TABULATOR * * * SKILL-BALL is FIRST with SELF-CONTAINED VARI-COLORED ILLUMINATION * * * SKILL-BALL is the FIRST completely ELECTRICALLY Controlled game of its kind * * * SKILL-BALL is FIRST to use AUTOMATIC PAYOUT (This Feature Is Optional) * * * SKILL-BALL is FIRST to be ELECTROPAK equipped * * * SKILL-BALL is the first really MODERNISTIC, STREAMLINED DESIGNED large game in history * * * SKILL-BALL is the FIRST truly PORTABLE game of its kind EVER BUILT!



SIZE: (Approximately) 13 feet long, 6 feet high in rear, 30 inches wide.

WRITE TODAY For COMPLETE DETAILS and PRICE!

SKILL-BALL does not just offer one single game—extra replacement fronts at small cost can be had so as to change to Baseball, Football and other popular games. These replacement fronts are animated and illuminated and fit right onto present game. Each one is a light-up backboard panel that easily slides into place. REMEMBER—you actually get a dozen different games when you buy SKILL-BALL! It's PORTABLE—can be assembled by operator on location in 5 minutes. SKILL-BALL on location since January 10, 1936, shows consistent net earnings of from $30.00 to $40.00 per week. SKILL-BALL remains on location for a long period of time, not just a day or a week. SKILL-BALL takes advantage of the bowling craze that is sweeping the country! EXCLUSIVE TERRITORIAL ARRANGEMENTS ARE AVAILABLE AT THIS TIME!

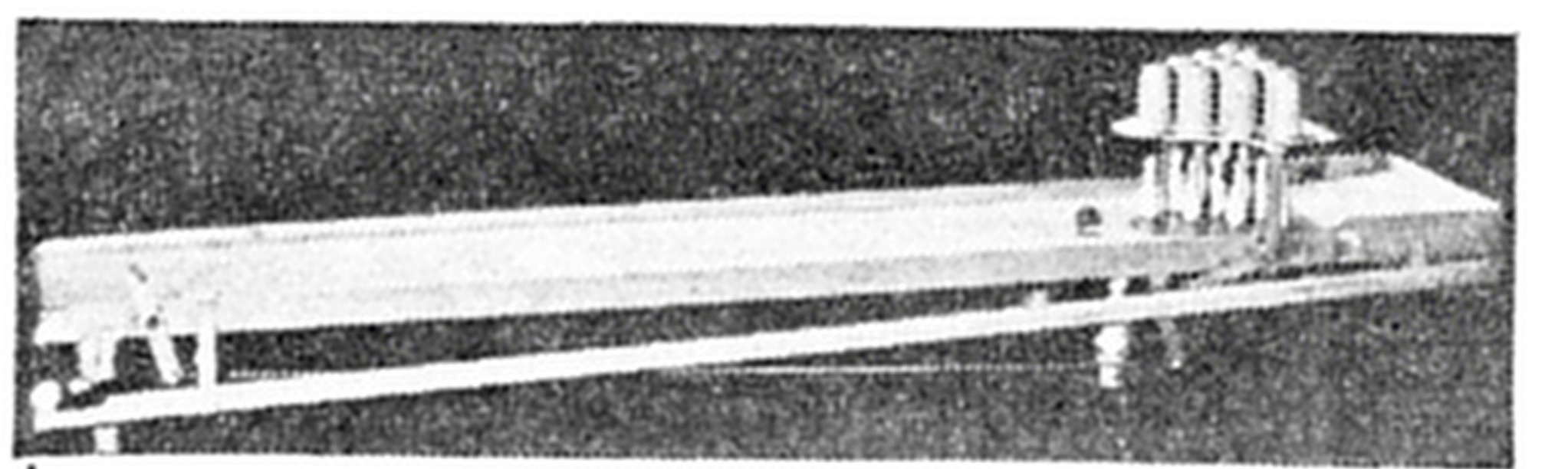
STIRLING NOVELTY COMPANY

54 ELIZABETH AVE., NEWARK, N.J.

BOWLING GREEN

SENSATIONAL NOVELTY BOWLING GAME HIT!!

Already acclaimed the greatest play stimulator in the industry. . . .



Sample $3.50 || *Lots of 6* $3.25 Ea.

FULL CASH MUST ACCOMPANY ORDERS.

SALESBOARD Operators can use 2 Bowling Greens with blank 300 hole board for Quick Profit Clean-Up! Bowling Green is NOT COIN OPERATED! It's sweeping the country as the best Novelty Game Sensation ever built. As a Premium Trade Stimulator there is no better item in the world for immediately picking up play and doubling profits. Pin Game Operators are using Bowling Green for high score award. Don't hesitate—RUSH YOUR ORDER TODAY—get in the big money again.

Let Bowling Green help you TO INCREASE PROFITS

DO YOU WANT BOTH QUALITY AND LOW PRICE?

Do you want the Latest and Best Used Games and New Games at prices YOU can afford to pay? Write NOW for our new COMPLETE PRICE LIST! Includes all pin games, pay tables, vending machines, etc.

"Pay Less—Get More—Earn More—With Hercules"

HERCULES SALES ORG. 1175 BROAD ST. NEWARK N.J.

KAZOO KAZOO

KAZOO

Will Make More Money For You!

Positively the Outstanding Penny Play Counter Dice Machine for OPERATORS.

TRIED — TESTED — PROVEN ON LOCATION

Biggest little money getter made. Sold direct to Operators—**WE HAVE NO JOBBERS.** The middle man's profit is given to operators; that's why our price is so low,

$8.80 tax paid Terms: 1/3 cash; Bal. C.O.D.

KAZOO
THREE OF A KIND WINS
1¢ PLAY
1¢ PLAY

Kazoo is not a new "Cat in the Bag" mystery, but a real coin machine that has been made for a year and a half—some operators are using the first machine made and they are going strong. Merchants are glad to have KAZOO because it takes up little room and it is a beautiful machine—solid walnut cabinet—very silent in operation.

Immediate Delivery—Order Direct.

WOLVERINE MFG. CO.

3822-24 Division Ave., S. E. GRAND RAPIDS, MICH.

EXCEPTIONALLY LOW PRICES
ON MACHINES IN FIRST CLASS CONDITION

	Each		Each
DE LUXE '46	$30.00	MAMMOTH	$40.00
BALLY DERBY	75.00	BAFFLE BALL	42.50
JUMBO	40.00	GOLDEN HARVEST	22.50
REPEATER	37.50	SPORTSMAN	10.00
TROJAN	32.50	GIANT	30.00
RAPID FIRE	7.50	DO OR DON'T	12.50
GOLD RUSH	10.00	PUT 'N' TAKE	10.00

IMPORTANT **No machines will be shipped at these prices unless a 50% Deposit is sent with order.**

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

"DAILY LIMIT"

JENNINGS SENSATIONAL NEW

One Ball Automatic Payout Table with the EXCLUSIVE MOTOR-DRIVEN ROTARY PAYOUT

It is no longer necessary for you to make a pilgrimage to the Shrine of the Goddess of Fortune. Send us your order for one Jennings "Daily Limit" and we will ship the Goddess of Fortune to you.

A Proven Money Maker.
IMMEDIATE DELIVERY.

CHECK OR CASH PLAY
Price $125
Nickel Play
Big
De Luxe Size
48 1/2"x25"

AUTOMATIC COIN MACHINE CORP.

369 CHESTNUT ST. • SPRINGFIELD, MASS.

You are cordially invited to attend our

1911 **SILVER ANNIVERSARY** 1936

CELEBRATION

ALL DAY THURSDAY—APRIL 16TH

at the new

BALLY BUILDING
453 WEST 47TH ST., NEW YORK

REFRESHMENTS - DANCING - ENTERTAINMENT! LEADING CELEBRITIES OF STAGE, SCREEN, RADIO AND THIS INDUSTRY WILL BE PRESENT! A BARREL OF FUN AND HAPPINESS GUARANTEED EVERYONE WHO ATTENDS! SEE THE NEW BALLY GAMES AND A HUNDRED OTHER THRILLING SURPRISES!

Enjoy the Greatest time of Your Life!

John A. Fitzgibbons

President of Fitzgibbons Distributors, Inc; who celebrates his 25th year in the coin machine industry at the formal opening of his new Bally Building — APRIL 16th, 1936. ***Everyone is*** *cordially invited to attend. See the new Bally Building. Enjoy refreshments, dancing and entertainment and meet leading celebrities* ***ALL DAY LONG. ENTER THE $2000.00 CONTEST TODAY!!!***

FREE! OVER $2000.00 WORTH OF BALLY GAMES

HERE'S ALL YOU DO . . .

JUST WRITE A SLOGAN FOR OUR FIRM

..Here's an example of a slogan already submitted ..

"YOU'RE NEVER ON THE FRITZ WHEN YOU BUY FROM FITZ"

Write a SLOGAN for our firm NOW! Make it brief and to the point! RUSH IT TO US IMMEDIATEIY!! Your slogan can win!! All entries become the property of Fitzgibbons Distributors, Inc. Decision of the judges is final. REMEMBER THE BIG DAY, APRIL 16!

THE PRIZES

1ST PRIZE - BALLY **PARI-MUTUEL**
(Operator's Price . . . $177.50)

2ND PRIZE - BALLY **MULTIPLE**
(Operator's Price . . . $167.50)

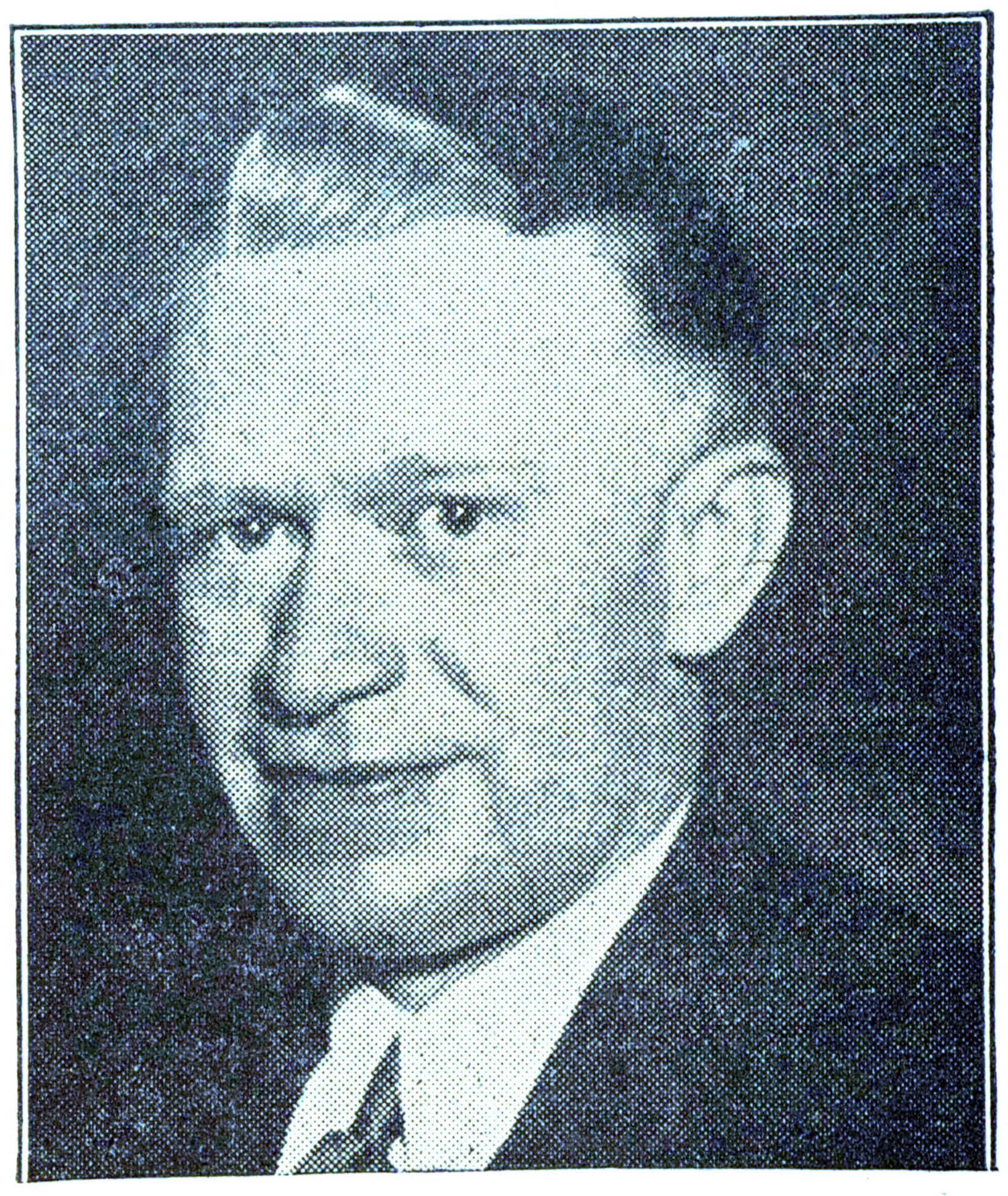
3RD PRIZE - **BALLY BONUS**
(Operator's Price . . . $115.00)

4TH PRIZE - BALLY **PEERLESS**
(Operator's Price . . . $115.00)

5TH PRIZE - **BALLY DERBY**
(Operator's Price . . . $115.00)

AND 50 CONSOLATION AWARDS OF $10.00 EACH

in trade on any Bally payout game. These consolation awards will be accepted through us or your jobber.



Ray and Jim

will be present at the new Bally Building on April 16th. C'mon over—be sure to meet them.

JOBBERS-OPERATORS Contest closes on April 16th, 1936, at Midnight. Prominent members of the coin-machine industry will be present at the Bally Building at that time to choose the winners. All Jobbers and Operators are eligible to enter this contest. Over $2,000.00 worth of Bally Games given away absolutely FREE—no hitches, no strings—you don't have to buy a thing. You are not obligated in any fashion to enter the contest. This contest has been arranged to celebrate our Silver Anniversary and the new Bally Building. RUSH YOUR ENTRIES IN TODAY! DON'T WAIT FOR THE LAST MINUTE! Be sure your name and address appear clearly written on your entry. **REMEMBER THE BIG DAY, APRIL 16th.**

FITZGIBBONS DISTRIBUTORS, INC. 453 WEST 47TH STREET
(BALLY BUILDING) NEW YORK CITY

FITZGIBBONS——

(Continued from page 140)

food for the occasion. There will be an abundance of beer, liquor, wines, cocktails and champagne on hand.

It is believed that many are interested in how Mr. Fitzgibbons started in the coin machine business back on April 15, 1911. On that date he entered into the coin machine business operating ball gum machines but found this business entirely too slow for his liking. And to better conditions for the sale of ball gum he originated the first spotted prize ball gum. Many remember this gum and the effect it had on stimulating sales thru ball gum machines. But few remember that Fitzgibbons was its originator. He really originated the new ball gum to help out a friend in the candy business at the time. He proved this new gum so successful that within a few months he was purchasing the entire output of the factory.

He then merged his business with that of the old Reliable Peanut Company. This brought him into partnership with George Kimball and Lewis Wolf, who is his present sales manager. They conducted what is known today as the first real jobbing business in this city and the firm was one of the best known and most outstanding in the country. He then became president of the National Candy Coated Products Company and manufactured candy coated products and chewing gum for many years as head of this firm. From this firm he went to the position of sales manager of the Amusemat Corporation of America, operating over 1,500 Kiddie Mutoscopes.

Following the trend of the coin machine business, as it rapidly changed, he met conditions as they came and changed with them. This will be noted so far in his career. From that position he went into partnership, after opening his own firm, with Herman S. Budin in Brooklyn. Here he had a peanut roasting plant and full equipment for the bulk venders which had become extremely popular at that time. This last partnership was dissolved on the entrance of the Ballyhoo. Here Mr. Fitzgibbons immediately sensed the new trend caused by the arrival of the pin games, and he was one of the pioneers in the movement to popularize these games.

From Ballyhoo onward his rise has been sensational. He has been a great booster of Bally Manufacturing Company products and some years ago was accepted as the Eastern factory representative of the firm. Today his beautiful new five-story Bally Building has become a landmark for the entire coin machine industry. He is considered America's foremost coin machine distributor. He has 20 employees in the new Bally Building. There are two salesmen on the road at all times. Lew Wolf is his sales manager. Every one of the employees of the firm is dressed in new uniforms which have inscribed on their backs, "Play Bally Games."

The office staff is captained by Bill McDonald. The inside sales force of the firm is in charge of Jack Devlin. These men, like the other employees of the firm, are young men who have been raised and educated to coin machines by Mr. Fitzgibbons in his own organization.

His own beautiful private office on the second floor of the Bally Building is considered the most elaborate in the coin machine industry. His showrooms are remarkable for their beauty. There are easy lounge chairs for operators all over the place. These offices and showrooms are offered to operators for their meetings by Mr. Fitzgibbons, who believes in promoting the interest of his customers. He has also offered free uniforms to all mechanics of jobbers' organizations in this city to further carry out the "Play Bally Games" slogan.

He is known as the "most progressive man in the coin machine industry," and also as one of its greatest and most industrious workers for unity and strength and growth of the operators in the business. His has been a remarkable accomplishment. After a quarter century in the coin machine business he looks ahead with confidence and pride on the work that has been accomplished and is yet to be accomplished by the industry. He believes that in the coin machine industry, "We have the greatest industry in the world, and one that offers a real chance for intelligent, capable and hard-working men."

And, Mr. Fitzgibbons says, "Let it always be known that as long as the industry will exist—and I am certain that it will be forever—Bally will build fine quality games, and I'll sell them."

Congrat
On Your SILVER ANNIVERSARY
JOHN A.

It has been a privilege to be associated with you as your advertising agency. Our best wishes for your continued success.
Bill Gersh
Leo Bernstein
BYRDE, RICHARD & POUND
450 FOURTH AVENUE
NEW YORK

Congratulations, Jack
MUTOSCOPE
BILL RABKIN
INTERNATIONAL MUTOSCOPE REEL CO., INC.
516 West 34th St. ● New York

CONGRATULATIONS, Mr. Fitzgibbons, from Eugene Boral, Chas. Alter, Max Hirsch.
DINING • DANCING ENTERTAINMENT
WHERE SMART NEW YORKERS GO
Deauville
42 W. 58. STREET • ELDORADO • 5-7991
* NEVER A COVER CHARGE *

To Jack Fitzgibbons and Employees
Here's wishing
Each of you
Real hearty
Congratulations
U have proven yourselves
Live wire
Enterprising
Salesmen for Bally
SALES ORG., INC., 1175 Broad St., NEWARK

100% WITH "FITZ" AND BALLY
Congratulations!
HERMAN POLLOCK
357 E. Main St.
Bridgeport, Conn.

Greetings and Congratulations to
JOHN A. FITZGIBBONS
AMERICAN CHICLE CO.

Congratulations to . . .
JOHN A. FITZGIBBONS
from
Charles Sachs
and
Louis W. Becker
OCEANCREST NOVELTY CO.
773 Coney Island Av., Brooklyn, N. Y.

Congratulations . . .
from your Counsellors
●
Atty. Benjamin H. Haskell
Atty. Theodore Blatt
Atty. Harry W. Goldberg

Congratulations . . .
to
John A. Fitzgibbons
from
ACME FAST FREIGHT
INCORPORATED

Congratulations . . .
Mr. John A. Fitzgibbons
on your Silver Anniversary and your new Bally Bldg.
GENERAL DRY BATTERIES CO., Inc.
90 BROAD ST., NEW YORK, N. Y.

Congratulations, "FITZ"!
CHARLES POLGAAR
Newark, N. J.

LET'S LOOK at the RECORD
"It shows why you deserve SUCCESS."
Charley Fleischman
Baltimore Salesbook Co.
120 West 42d St., New York
Mfrs. of Operator Collection Books

"GOOD LUCK, JACK!"
INWOOD VENDING CO.
White Plains, N. Y.

Congratulations . . .
Jack Fitzgibbons!
MORRIS STRUHL
"Operator's Wholesale Premium Hdqrs"
114 PARK ROW, NEW YORK

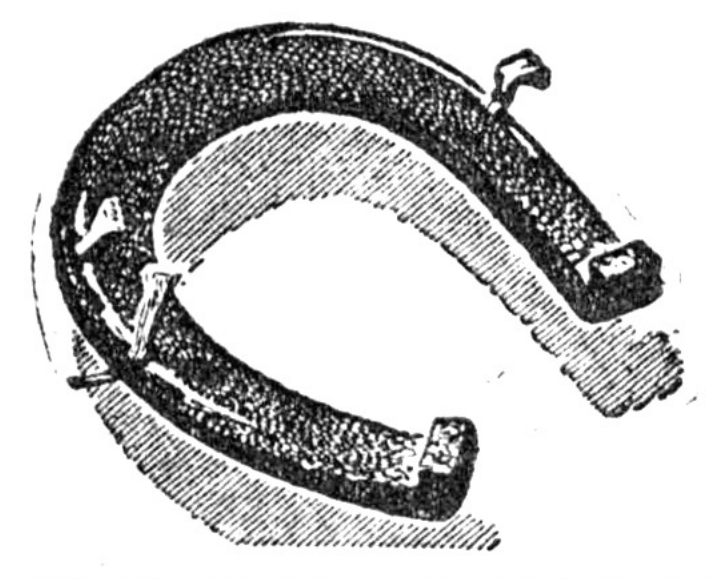
Congratulations, Jack
I don't buy your machines—but I wish you luck just the same. You deserve it!
JIM GAFFNEY

"What's the use of being IRISH?"
Congratulations!!!!
AL and FRANK
EASTERN MACHINE EXCH.
350 Mulberry St., Newark, N. J.

Congratulations . . .
John A. Fitzgibbons
from
ELECTRICAL PRODUCTS CO.
ELECTROPAK
6527 Russell St., DETROIT

ulations—FITZGIBBONS

And Your NEW BALLY BLDG.



GOOD LUCK

"JAKE"

FITZGIBBONS

on your great achievement

MODERN

★

"World's Largest Coin Machine Distributors"

Congratulations

"FITZ"

and

BEST WISHES

from

"THE LITTLE NAPOLEON"

Congratulations to . . .

"JAKE"

FITZGIBBONS

from

DAVE ROBBINS

'Your Success is Certainly Deserved'

"We wish you continued success and even greater achievements."

THE BLATT BOYS

ATLAS COIN MACHINE CO.

1209 WASHINGTON, ST.
BOSTON, MASS.

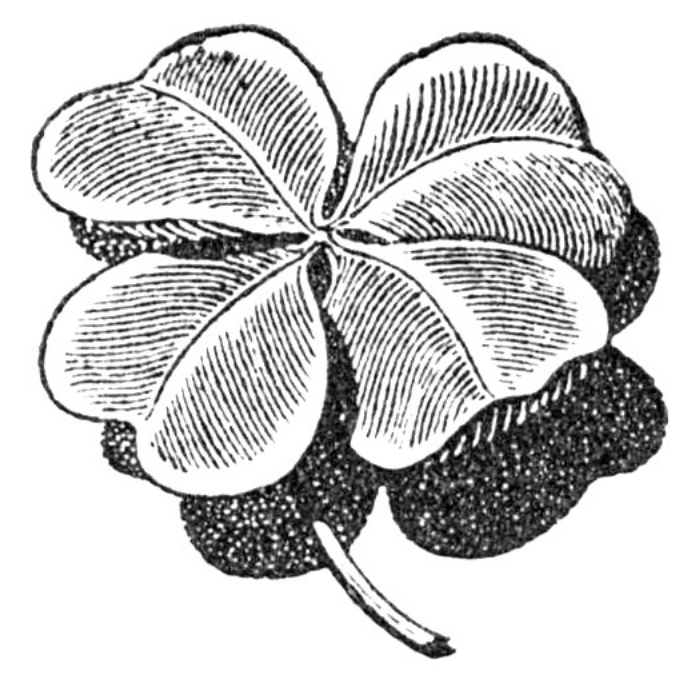
"Congratulations, John"

from

Pete Hagedorn

Jersey Specialty Co., Inc.

SINGAC, N. J.



GOOD LUCK

to

our President

John A. Fitzgibbons

from

AMUSEMENTS SERVICE CORP.

of AMERICA

25 Lafayette St., Brooklyn, N. Y.

●

Congratulations!

John A. Fitzgibbons

●

Amusement Men's Assn., Inc.

NEW YORK

"Our Sincerest Congratulations for Your SUCCESS"

AUTOMATIC COIN MACHINE CO.

369 CHESTNUT ST.
SPRINGFIELD, MASS.

"CONGRATULATIONS, Jack!"

Henry Cooper

Rex Novelty Company
Brooklyn

Congratulations, Jack, and may this only be the start of big events"

MAC PERLMAN
SOL WOHLMAN

ACME VENDING COMPANY
New York

"Congratulations, Jack, on your success!"

from

Dave Stern

Royal Distributors, Inc.
NEWARK, N. J.

"WE Ballyhoo Bally Products"

Cody & Nelson
Middletown, N. Y.

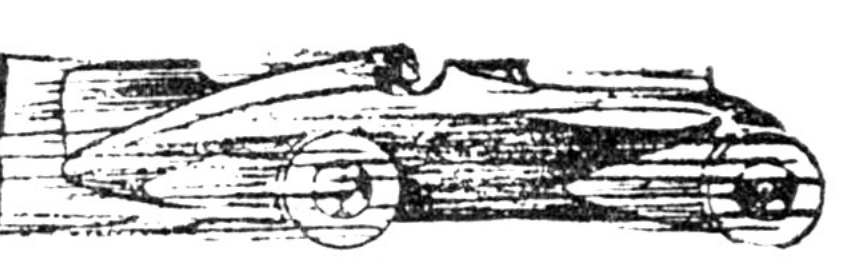
"You—and Bally games—ARE THE TOPS"

Irving Nathanson

MOUNTAIN AMUSEMENT CO.
MONTICELLO, N. Y.

MORE

POWER



to you, Jack!

BABE KAUFMAN

Congratulations, Jack, as only an old friend can say it.

HERMAN S. BUDIN

Congratulations, Jack!

from

Charley Aranson
and
Jack Kaufman

Brooklyn Amuse. Mach. Co.

Congratulatio
Best Wishes!
Good Luck!

from

P. & W. SALES CO.
NEW YORK

"You certainly deserve the Best, Jack!"

STEVE DELEWIN

Queens Amusement Company

"My sincerest congratulations, Jack!"

AL SCHLESINGER

Square Amusement Co.
Poughkeepsie, N. Y.

CONGRATULATIONS "Fitz"

From All Brooklyn's Operators

GREATER NEW YORK VENDING MACHINE OPERATORS' ASSOCIATION

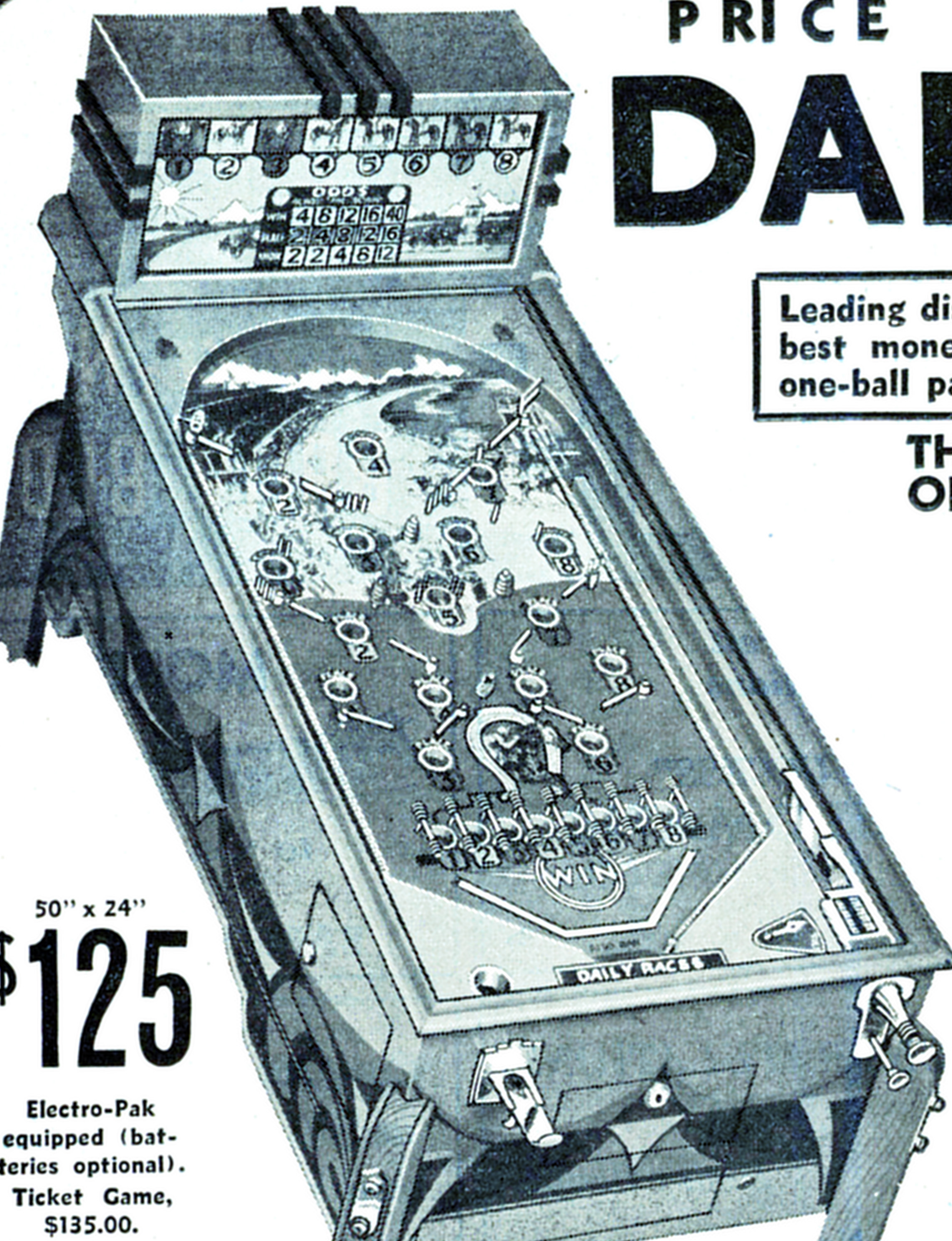
AS ALWAYS—WE WISH YOU THE BEST!

AMALGAMATED

VENDING MACHINE OPERATORS' ASSOCIATION

PRICE TALKS! *WHY PAY MORE?*

DAILY RACES



Leading distributors, jobbers and operators will tell you Daily Races is the best money-getter; out-earning any other single or multiple coin slot, one-ball payout table on the market today!

THE LOWEST PRICED MULTIPLE COIN SLOT ONE BALL PAYOUT WITH CHANGING ODDS

The First Game With Mechanical Arrangements for Regulating Payouts—Adjustable for Tight or Liberal Rewards

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board"—3 times the opportunity for the player to win. And the Operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all eight horses can be played. After eight horses are being played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as $500.00.

50" x 24"

$125

Electro-Pak equipped (batteries optional). Ticket Game, $135.00. Check Separator, $5.00 extra. Mint Vender, $10.00 extra. May Be Had in 2 or 3-Ball Play, $5 Extra.

SUNSHINE DERBY

GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds that is the profit-sensation of the day. Operators all over the country are making real money with SUNSHINE DERBY for it's the LOWEST PRICED payout in its class. Get yours today! 50"x24". **$89.50**

D. GOTTLIEB & CO. **2736-42 N. PAULINA ST.**
CHICAGO, ILL.

Sensational Prices

On the "Best" Games!

Completely reconditioned, mechanism oiled and greased, playing panel cleaned, cabinet polished and finally checked and tested. You SAVE operating costs with Electro-Ball Reconditioned Games!

MYSTERY THREE	$29.50	**TROJAN, 1 or 5 Ball**	$34.50
DAILY LIMIT	69.50	**BIG SHOT**	62.50
DAILY DOUBLE, Sr., $49.50; Junior	39.50	**PAMCO PARLAY, Sr., 1 or 5 Ball**	64.50

F. O. B. Dallas.

One-third deposit must accompany order, balance C. O. D. or sight draft bill of lading.

E B CO **ELECTRO-BALL CO., Inc.**
1200 CAMP -:- DALLAS, TEXAS

Jack says: "I'll meet any advertised price at any time. Get my price list on rebuilt machines, I can save you BIG MONEY."

Write Jack-Save Jack.

JUST A FEW OF OUR BARGAINS. EVERYONE A CERTIFIED REBUILT GAME.

PIN GAMES	
Action, Sr.	$ 9.00
Ball Fan	16.50
Beamlite	6.50
Cannon Fire, Jr.	5.00
Cheer Leader	15.00
Five & Ten	16.50
Genco Baseball	12.00
Jungle Hunt	10.00
Major League, Jr.	5.00
Scrimmage	18.50
Signal, Sr.	$ 6.00
Turn Table	6.50

COUNTER GAMES	
Flying Colors, Jr.	$6.50
Select-'Em Dice	5.00
Sweepstakes (Plain)	3.50
Sweepstakes (Gum Vend)	4.50

AUTOMATICS	
Champion	$12.00
Rocket	10.00

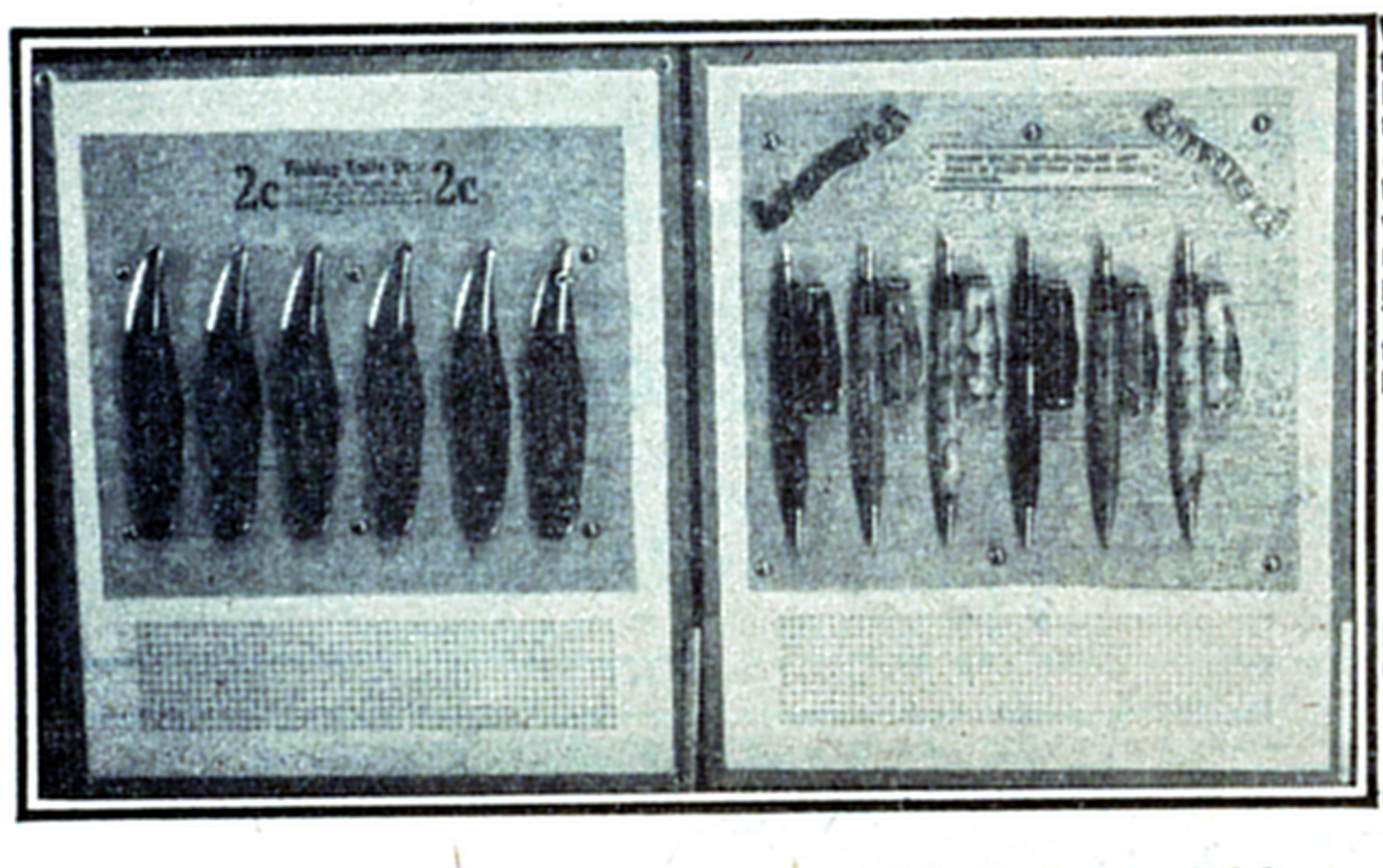
DISTRIBUTOR FOR
Pacific Amusement Mfg. Co.
Western Equip. & Supply Co.
Red Sails
Shells
Snooker
Pamco Palooka
Harmony Bell
Sockit

CAPEHART ORCHESTROPE
I am the factory representative of the finest Coin Operated Musical Instruments in America-Get my prices.
JACK ROSENFELD, Pres.

TERMS—1/3 cash with order, balance C. O. D., F. O. B. St. Louis.

Write-UNION NOVELTY CO., 4459 Olive, St. Louis, Mo.

SALESBOARD OPERATORS NOTICE



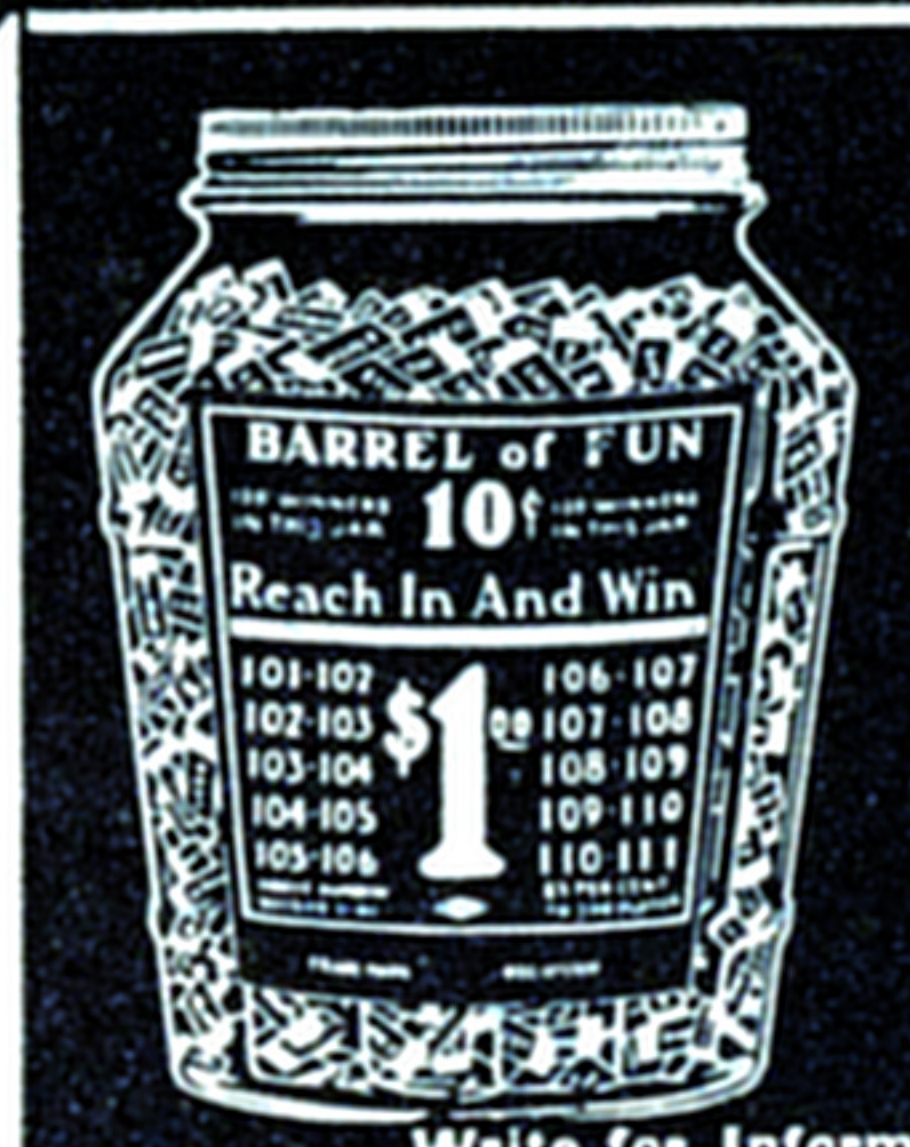
We have ready for shipment the latest in merchandise boards: Two hot numbers that you can go to town with this spring, 600 holes at 2c, 6 big stag-handle fish knives with fish scaler and hook remover, another with 6 pen-pencil sets, 14-karat gold pen. These are built up on a beautiful 10½ by 12¾ board. Bring in $12 each over nite.

OPERATOR'S PRICE

$2.90

PREPAID. Order a sample of each at once and see for yourself. Set these out on commission and they will make you money while you sleep. ¼ deposit.

LINDSAY SALES CO. **101 Tuloma Bldg.** **TULSA, OKLA.**



WORKS FASTER THAN A SLOT MACHINE

85% GOES TO THE PLAYERS! THEY LOVE 'EM!

Gets Results Where Others Fail—Lightning Fast Returns.

SAMPLE BARREL	$ 2.50
Refills	2.25
TAKES IN	144.00
PAYS OUT	120.00
Nets	$ 24.00

SATISFACTION GUARANTEED.

AGENTS Rush $2.50 for Trial Barrel—Your Money Cheerfully Refunded If Not Entirely Satisfactory.

Write for Information About Our New Poker Jar, Which Is Ready This Week.

INDEPENDENT NOVELTY CO., 220 N. 5th St., Springfield, Illinois

---

BETTER HURRY

Champion	$ 9.50	Gold Rush	$12.50	Ivory Golf	$19.50
Red Arrow	8.50	Do or Don't	12.50	Stampede	22.50
Rocket 10 Ball	8.50	Put 'N' Take (late)	12.50	Prospector	34.50
Sportman (Walnut Cabinet)	8.50	Match Play (Late Model)	9.50	Jumbo	49.50
Wha-Hoo	8.50	Mills Equity	12.50	Rockola Fortune	49.50
Traffic-A	12.50	Sportsman Visible	13.50	Repeater	59.50

½ Deposit Required — All Machines Mechanically OK.

BOYLE AMUSEMENT CO., **522 N. W. Third St.,** **Oklahoma City, Okla.**

Detroit Firm Has New Candy Vender

DETROIT, April 4.—An attractive new candy vender is being placed on the market by the Venitor Corporation, recently incorporated in Michigan. Company has established headquarters here in the Title and Guaranty Building. Organized with a capital of $40,000 by F. G. Morhous and a group of aggressive chain store executives, the company is rapidly completing its sales organization.

Fred G. Morhous, vice-president of State Allen Land Company, director of Henze Manufacturing Company and formerly secretary of W. W. Hannan Estate and director of Bundy Tubing Company, is president of the new organization. M. L. Joslin, formerly director of personnel of the Kroger Grocery & Baking Company, Toledo branch, is vice-president. Harry C. Markle is legal counsel, and Vincent Corrado, of the Motors Metal Manufacturing Company, is engineering consultant.

Besides the staff of experienced vending machine men, Mr. Joslin and his associates bring to Venitor the benefits derived from a wide and varied experience with a large progressive chain store organization, and it is their aim to make this company a leading exponent of modern mechanical merchandising methods, fair practice, efficient service and highest quality products.

J. W. S. Langley has been appointed sales manager and brings to the business eight years of experience in the operation, distribution, and manufacturing departments of the vending machine business.

M. L. Joslin, vice-president, is a former vending machine operator. He operated machines while a student at Michigan State College a few years ago and knows the problem of the operators from the ground up.

The new machine, which is the product of two years' research, is designed on an ultra-modern streamlined cabinet plan. It has an exclusive type of futuristic magazine globe, square in construction, which has the advantage that it cannot be twisted by vandals. It has attractive protruding bakelite knobs, the first thing to greet the eye of the customer—and they are securely fastened on the inside of the machine for greater protection.

It has an entirely inclosed slug rejector and concealed locks, furnished with the standard machine. The mechanism may be removed for servicing or the various parts adjusted without changing the position of the merchandise, allowing quick service of a route. The machine is 7⅞" by 16⅞ and is fully rust proofed.

It has a double mechanism, for either 1 cent or 5 cent coin, as the patron prefers, and delivers either five or six 1 cent portions for 5 cents, as controlled. It has a special type of cartridge loading device which enables it to rotate 28 different products. By a special construction of the delivery mechanism, uniform portions of merchandise are served to the customers.

Mr. Joslin stated: "The company is organized to sell nationally thru jobbers and distributors a new, modernistic and improved automatic merchandising cabinet, together with accessories and selective confections, nuts and gum, which will be marketed under a copyrighted trade mark.

"The mark 'Venitor' is being registered and copyrighted and will be an exclusive trade name for these sales cabinets. They are being manufactured, under our patent rights and from our dies, by a responsible manufacturer with excellent facilities and a fine reputation for high quality products sold to the leading automobile manufacturers.

"The company has adopted modern chain merchandising methods and will be operated according to the highest principles of business. The successful business, manufacturing and chain merchandising experience of the officers and directors with thoro mechanical merchandising knowledge of associated jobbers and distributors and a rapidly increasing demand for the products of this company insures reasonable success from the start.

"Inasmuch as all salesmen work on commission and all transactions are on a strictly cash basis and the overhead is low, the cash capital required is not large and credit requirements are moderate."

St. Patrick Letter Swamps Jim Buckley

CHICAGO, April 4.—"Is this April Fool's Day, or what?" asked Jim Buckley, Bally Manufacturing Company sales manager, after checking returns on a special letter he sent out St. Patrick's Day.

The letter, addressed to all Bally jobbers, requested that they each pick out three operators who had not yet ordered samples of the Reliance Payout Dice Game and get them to order a sample machine.

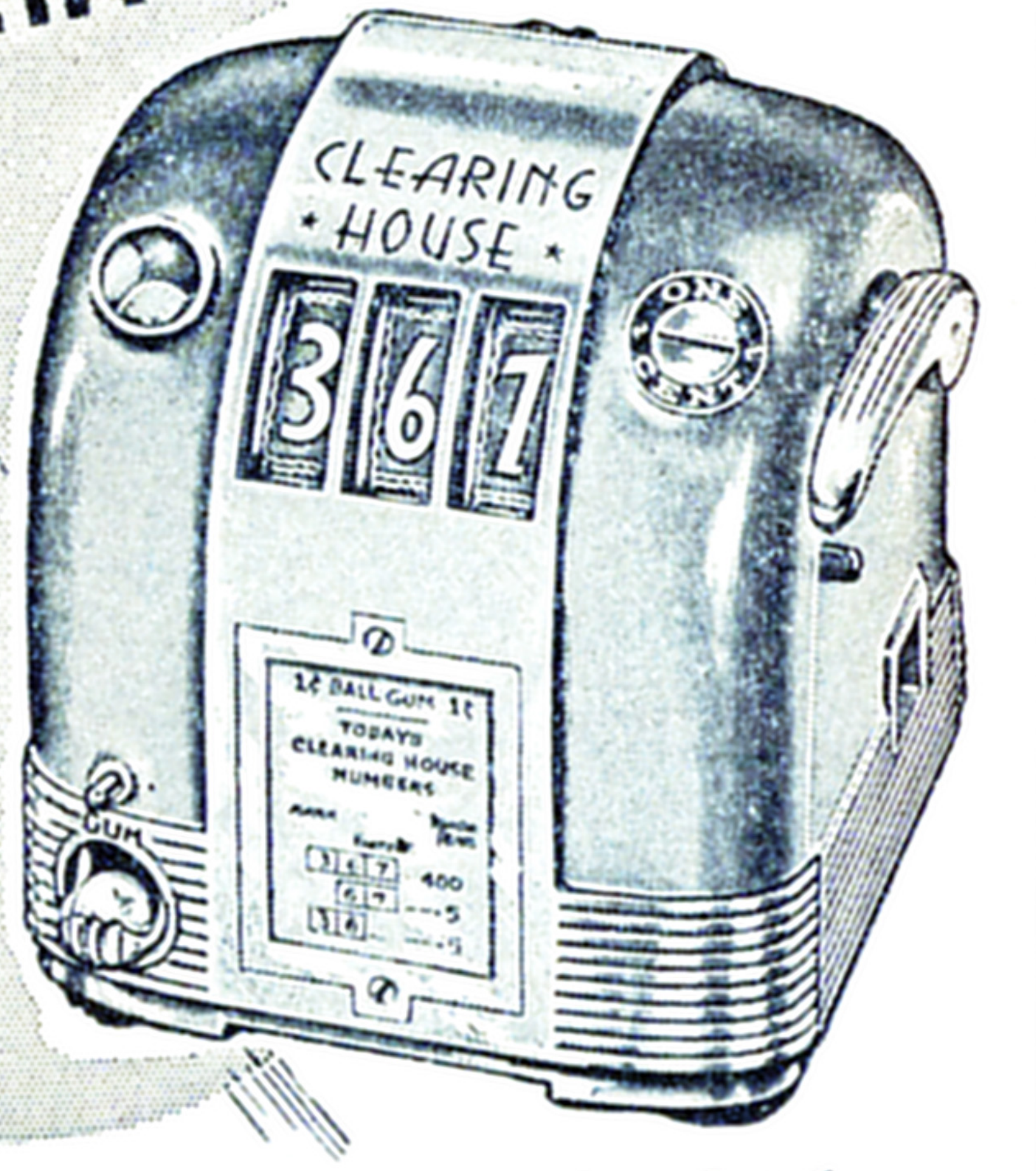
"I figured," said Jim, "that maybe 10 per cent of the jobbers would act on my letters, but—man, oh, man—I bet at least 50 per cent of them sent in those three new sample orders. As a result the delivery jam on Reliance is worse than ever, because that flood of sample orders came right on top of the steady flow of repeat orders coming in from all over the country. But cheer up, operators! The production department tells me they're boosting the output and maybe—I said maybe—some day we'll be able to make immediate delivery."

Miami Firm Gets Charter

MIAMI, April 4.—Magic City Vending Enterprises, Inc., with principal office in Miami, has been chartered to conduct amusements. The authorized capital stock is 50 shares, par value $100 each. Incorporators: F. C. Roberts, A. T. Roberts and G. F. Roberts.

MUNICIPAL AIRPORT

MAKING COINMEN AIRMINDED—Harry Stoner (seated on the wing of his plane) is teaching some fellow coinmen not to have heart failure. Left to right, they are: W. W. Gross, Lehigh Specialty Company, Philadelphia; Ben Kaufman, K. C. Novelty Company, Philadelphia; Harry Stoner; Dave Robbins, Brooklyn; George Ponser, Newark; Charley Sachs, New York; Ray Bushell, of Stoner staff.



LIKE EXPLODING SHRAPNEL IT'S HITTING EVERYWHERE

THE BILLION DOLLAR NUMBERS GAME NOW PLAYED ON DAVAL'S NEW

CLEARING HOUSE

BASED ON THE U. S. TREASURY BALANCE EXACTLY AS IT APPEARS ON THE FRONT PAGE OF YOUR DAILY NEWSPAPER. FAMILIAR TO EVERYONE—EVERYWHERE. HOLDS THE STOREKEEPER'S ATTENTION — CAPTIVATES THE PLAYERS—AND PAYS THE . .

U. S. TREASURY REPORT.
Treasury balance...$2,903,262,594.79

THE NUMBER FOR TODAY IS 479

Storekeeper clips U. S. Treasury Balance, as above, from daily paper and places into score card position on machine. Player turning up 479 gets $4.00 for 1c. If 79 comes on last 2 reels he gets 5 to 1. If 47 comes up on first 2 reels he gets 5 to 1. Or storekeeper can let player choose any 3 numbers at same odds, played same way.

BIGGEST ODDS IN HISTORY 400 TO 1

$20.00 PER DAY AND BIGGER $30.00 PER DAY PROFITS ALREADY REPORTED!

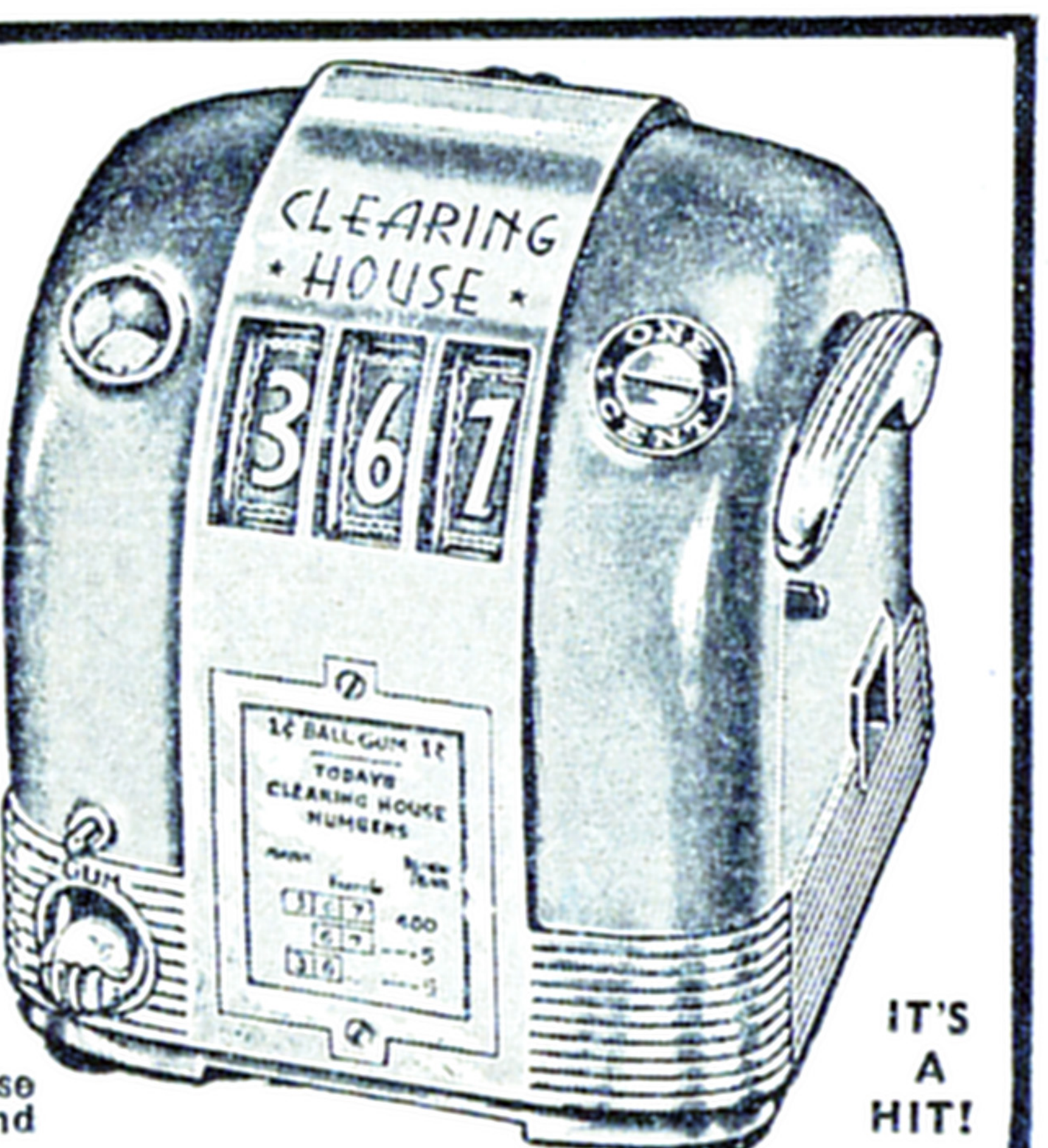
RUSH YOUR ORDER TODAY

Get Busy — Don't waste another day— CLEARING HOUSE is already PROVED a sensational money-maker! RUSH YOUR ORDER!

$17.50 EACH

Plus 10% Federal Excise Tax. With Double Door and Coin Counter, $2.00 Extra.

DAVAL MFG. CO. ☆ 200 SO. PEORIA ST. ☆ CHICAGO



WE TAKE GREAT PLEASURE IN ANNOUNCING THAT WE ARE EXCLUSIVE DISTRIBUTORS FOR THE PRODUCTS OF DAVAL MFG. CO. FOR METROPOLITAN NEW YORK

RUSH YOUR ORDER TO US TODAY FOR→ CLEARING HOUSE

Only $17.50 Plus 10% Federal Excise Tax. Double Door and Register $2.00 Extra.

IT'S A HIT!

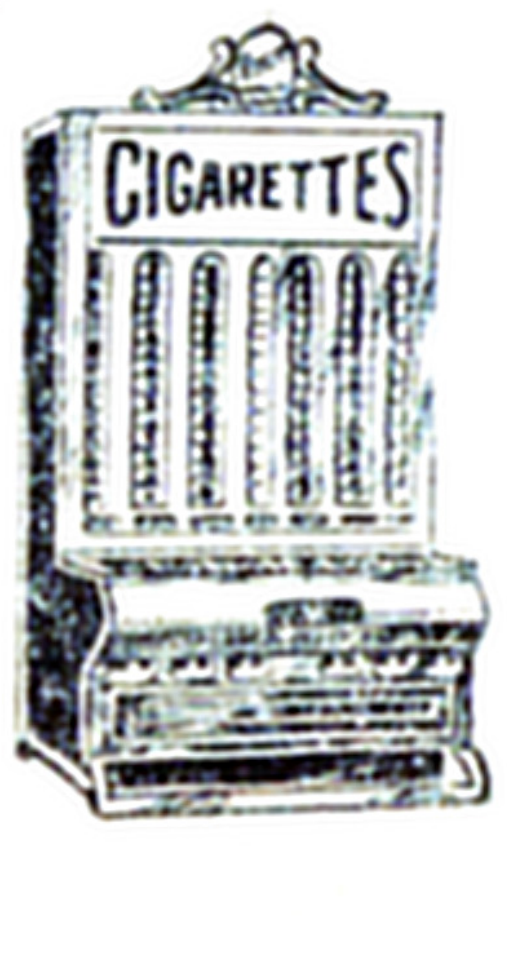
SUPREME VENDING COMPANY INC.
557 Rogers Ave., Brooklyn, N. Y. ☆ 1416 Webster Ave., Bronx, New York. ☆ 922 - 8th Avenue, New York, N. Y.

Action
Criss-Cross
Drop Kick
Electro
Golden Gate
Super "8"
Big Bertha
Majik Keys
Zip
Jack Rabbit
Push Over / Treasure Hunt
Beacon / Sink or Swim
3.95 EACH

Castle Lite	$4.95	Criss Cross-A-Lite	$6.95
Sensation	4.95	Tri-A-Lite	6.95
Beam Lite	4.95	All-American	6.95
Star Lite	4.95	Signal, Sr.	6.95
Spot Lite	4.95	T. N. T.	7.95
Dealer	4.95	Cheer Leader	7.95
Score-A-Lite	5.95	Big Game	7.95
Combination Lite	5.95	Screamo	8.95
Tit-for-Tat	5.95	50/50	8.95
Kings of the Turf	5.95	Wing Lites	9.95
Rock-Ola's "21"	5.95	Kings	9.95
Balance	5.95	Lucky Star	9.95

Full Cash Orders $10 or Less. Over 1/3 Cash, Balance C. O. D.

SUPREME VENDING COMPANY INC.
557 Rogers Ave., Brooklyn, N. Y. ☆ 1416 Webster Ave., Bronx, New York. ☆ 922 - 8th Avenue, New York, N. Y.

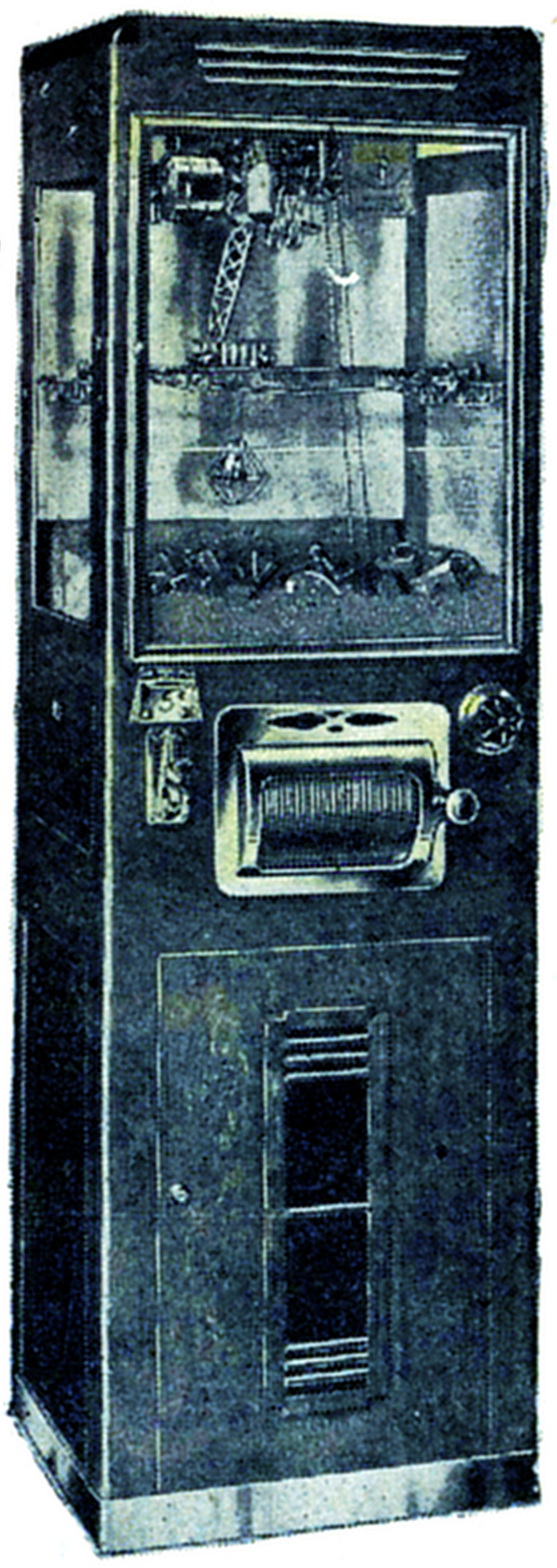


READY FOR DELIVERY!
MAD CAP . . $47.50
SOCCER $39.50

Write for Prices of Used and New Pin Games, Cigarette Machines, Peanut Vendors, Gum Vendors, Weighing Scales, Counter Games, Etc.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

COIN MACHINE MEN!!!



★

STAR ELECTRO HOIST

"The Aristocrat of Digger Machines"

★

★ The ONLY Digger with a Crane that actually Travels! The Player gets REAL ACTION!

★ The ONLY Digger where the merchandise is 100% active!

★ More INTERESTING—More FASCINATING—and DIFFERENT

YOU INVEST NO MONEY

Proposition No. 1—
We will send a man to set up ten ELECTRO HOISTS on locations you select. He will operate these Hoists for two weeks. If results are satisfactory you buy cash or terms. If not satisfied you do not buy.

TWO WEEKS' FREE TRIAL

Proposition No. 2—
You place a deposit on one or more Hoists. You operate the Hoists for two weeks — If you are not completely satisfied we return your deposit. No questions asked.

STAR ELECTRO HOIST CO. 175 FIFTH AVE. NEW YORK, N.Y.

"Builders of Quality Machines Since 1913"

(COUPON)

★ IT WILL PAY YOU TO MAIL THIS COUPON TODAY! ★

STAR ELECTRO HOIST CO.,
175 Fifth Ave., New York, N. Y.
Gentlemen: Please send me further information about your
[ ] Proposition No. 1.
[ ] Proposition No. 2.

Name ....
Address ....

ROUND 'N ROUND

●

Announcement To the Trade

●

Ken C. Shyvers will start production immediately at the new and spacious factory located at

2226 N. Racine Avenue
Chicago, Illinois

●

OUR 1936 offering to the trade will be the sensational new ROUND 'N ROUND, specially designed and manufactured for the purpose of cooling off "hot" territories. ROUND 'N ROUND is a skill game possessing an automatic totalizer which is considered a Magic Brain. Payouts are visibly recorded. 5 or 10 Balls. Quickly changeable.

Thorough tests on locations prove emphatically that it not only cools off "hot" territory, but also heats up operators' earnings. It has the name, the class and much-needed qualifications. ROUND 'N ROUND will be a Long-Run Winner. Iron Clad territory Protection for quantity buyers.

●

Shyvers Manufacturing Company
2226 N. Racine Avenue,
Chicago, Illinois

French Distribs Form New Setup

MARSEILLE, April 4. — The two largest amusement machine firms of Marseille, the Novelty Automatic (Yeni and Charlier) and the Omnium Automatic (F. Ciccarelli), recently combined their interests, retaining the firm name Novelty Automatic, with main offices at 29 Boulevard des Dames.

Besides a big showroom and service station at Marseille, the firm has a branch office and showroom in the Passage des Panoramas in Paris and operates a large sportland in Marseille with 60 skill games of all types. The firm is agent for France of several prominent American coin-machine firms, such as the J. P. Seeburg Corporation, Pacific Amusement Manufacturing Company, Watling Manufacturing Company, Buckley Manufacturing Company, Paces Races and the A. B. T. Manufacturing Company.

Oscar Yeni and F. Ciccarelli are in charge of the Marseille office, while Marcel Charlier and M. Paul are in charge of the office in Paris. Charlier attended the coin-machine exposition in Chicago and while in the United States visited the plants of the firms his company represents in France.

Play One to Four Nickels Per Game

CHICAGO, April 4.—"Practically a nickel, dime and quarter game with automatic payout!" That's how Ray Moloney, president of Bally Manufacturing Company, sums up the multiple feature of Bally's new Multiple one-shot game.

"Multiple," Ray went on to say, "will operate on a single nickel and pay regular awards, or it will operate equally well if the player deposits two nickels . . . or three nickels . . . or four nickels. In each case only one ball will be released for play, but awards will be doubled, tripled or quadrupled, according to number of nickels played. And the really amazing thing is the fact that a quadrupled award is paid out as fast as a single award.

"The obvious advantage of this revolutionary feature is the fact that a player can play 5, 10, 15 or 20 cents a game, depending on how good he feels at the moment. This idea has long been featured in non-payout games, but has never before been possible in a payout game. On the other hand, a group of four players can elect one fellow to shoot the game and each of the four will deposit a nickel. Then if the 'official shooter' hits a winner each of the 'stockholders' will receive reward shown on the board."

Besides the new "four-party" coin chute, Multiple features many new play-stimulating ideas, such as the electric free play progressive award Ballyhole and odds-booster lights, which boost the value of every hole on the board to $1.50, $1 or 50 cents, depending on which light remains lit.

Multiple was said to be one of the two or three most talked about games at the Coin Machine Show, and the makers claim a large volume of orders already booked prior to formal announcement of the machine.

"Spell-Award" System Clicks With Public

CHICAGO, April 4.—According to Jim Buckley, sales manager of Bally Manufacturing Company, the new "Spell-Award" system used on the Bally Baby counter game has become one of the most popular ideas presented to the public in the past few years. Operators, according to Jim report crowds around every Baby machin [illegible] by the way the three ree [illegible] T-W-O, and so on [illegible] N-T-Y —and also finding considerable amusement in some of the non-winning words.

The "Spell-Award" system is used for nickel, dime and quarter play, and the machine is equipped with extra reels and extra coin-chute caps which enable operators to change over to penny cigaret play. There is no extra charge for the interchangeable features, which actually give the operator two machines for the price of one.

Jim says the Baby is selling in big volume, due to the many new spots it has opened up. "There are thousands of locations," Jim stated, "that are good live spots, but where the counter is just too crowded to accomodate the usual counter gam. Bally Baby, which requires only a 5 inch by 6 inch space, is moving into these spots in a hurry. And it's making real money too. I predict that Bally Baby will be one of the biggest volume hits this industry has ever known."

Pamco Palooka, Red Sails Click

CHICAGO, April 4.—Word received from Jerry Kertman, general sales manager of American Coin Machine Company, Rochester, N. Y., in the form of a letter to Pacific Amusement Manufacturing Company, Chicago, states that Pamco Palooka and Red Sails machines have been "acclaimed by operators as products of a high order of excellence." American Coin has been handling Pamco products for some time, along with other leaders in the field, and advises that it's meeting with splendid results.

WORLD'S *SMALLEST* DISTRIBUTOR—*BUT OH, MY!*

MONARCH'S SPECIALS

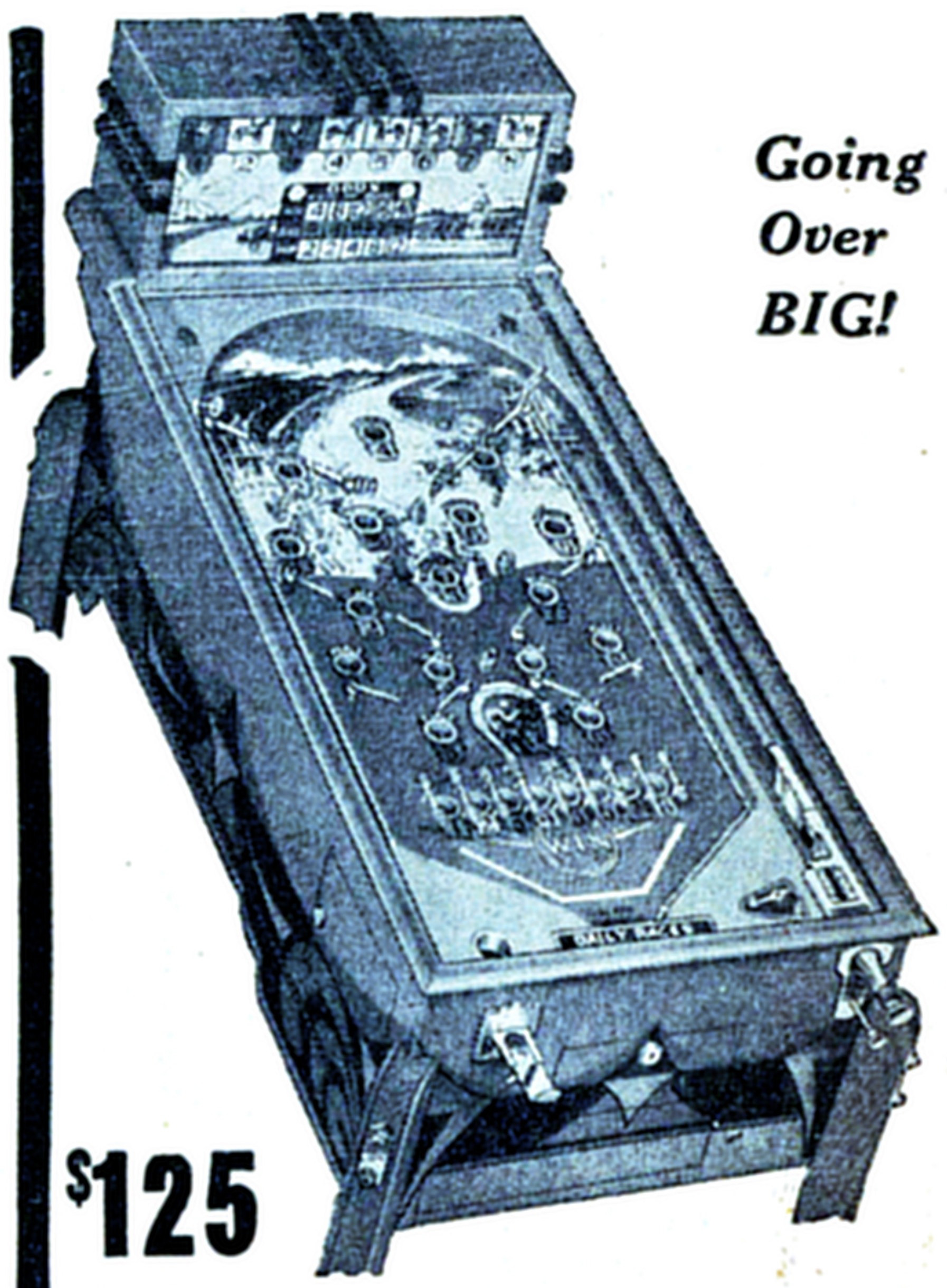
Sportsman (Visible. Like New. $25.00
Traffic (Payout) Like New... 25.00

Rodeo, Exhibit	$37.50
Whirlpool, Exhibit	37.50
Football, Exhibit	42.50
(All 10-Ball Payout Check Separator, Like New.)	
Plus & Minus	$17.50
Rocket	10.00
Champion	14.00
Carioca	20.00
Prospector	37.50
Baffle Ball	47.50
NOVELTY GAMES.	
Frisky	$12.50
Screamo	17.50
Rock-A-Lite	7.50

Score-A-Lite	$ 7.50
Golden Gate	4.00
High Hand	15.00
Cheer Leader	15.00
Rapid Transit	15.00
Big Game	13.50
Home Stretch	17.50
COUNTER GAMES.	
Penny Pack	$ 9.00
Tickette (Mills)	4.00
Mills Impact	7.50
Penny Ante	4.00
Dice-O-Matic	3.50
Official Sweepstakes	4.00
Turf Flash	12.50

TERMS: 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Bargain List Every Month.
Write for Price List Just Off The Press.
MONARCH COIN MACHINE CO., 2306-08 Armitage Ave. (our New Home), CHICAGO, ILL.

DAILY RACES



Going Over BIG!

$125

The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.
Exclusive Illinois Distributors
National Coin Machine Exchange
1407 Diversey Parkway, CHICAGO.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTI

Here's **HOLLYWOOD . . .**
Here's **"DITTO"** **. . .** *and here's the*
STORY!

HOLLYWOOD
$89.50
DITTO
$44.50

★ These 2 tables call for the careful consideration of every man and woman in the coin machine business today. **HOLLYWOOD,** with its **Star Award Panel** and **clog-proof Pay Unit** is the biggest attraction in the country. It has all the come-on and appeal of bell machines . . . and is making money for operators hand over fist in locations everywhere.

And when it comes to **DITTO,** it is the sweetest non-payout pin table you can find. It has **10 balls** but the play is so varied as to be fast and profitable. There are 10 numbers to shoot for and 1,000 different ways to score. Add to this the fact that **DITTO** is mechanically perfect, and you have a table that will put you on velvet.

Better see your nearest Rock-Ola Distributor today!

At $89.50 Hollywood is $25.00 under the market price of any other quality table.

RMC

The smartest operators in the business are adding more and more DITTO machines to their equipment every day.

ROCK-OLA MANUFACTURING CORPORATION ★ 800 N. Kedzie Ave., CHICAGO, ILL.

Fresh'nd-Aire Offers New Distributing Opportunity

CHICAGO, April 4.—Gaylord Manufacturing Company, Chicago, reports an immediately favorable reception on its early showing of Fresh'nd-Aire, new fan-type unit incorporating every practical essential of air conditioning.

Built in several different models, Fresh'nd-Aire is said to have met with favorable response when introduced for the first time by Edward S. Gaylord, head of the manufacturing concern bearing his name. He advises that coin machine and other distributors have found a tremendous demand for this new product, in that summer cooling and proper conditioning of air in locations of all types had always been a major problem until Fresh'nd-Aire demonstrated its ability.

Inasmuch as distributors find the addition of Fresh'nd-Aire a new source of revenues without conflicting with their coin-operated departments, it has come as a boon to their business expansion. Distributors who have already started with Fresh'nd-Aire state that operators and jobbers of coin-operated machines find locations of every sort ready and waiting to take it, with sales earnings running higher and higher as first one location then others see it in operation.

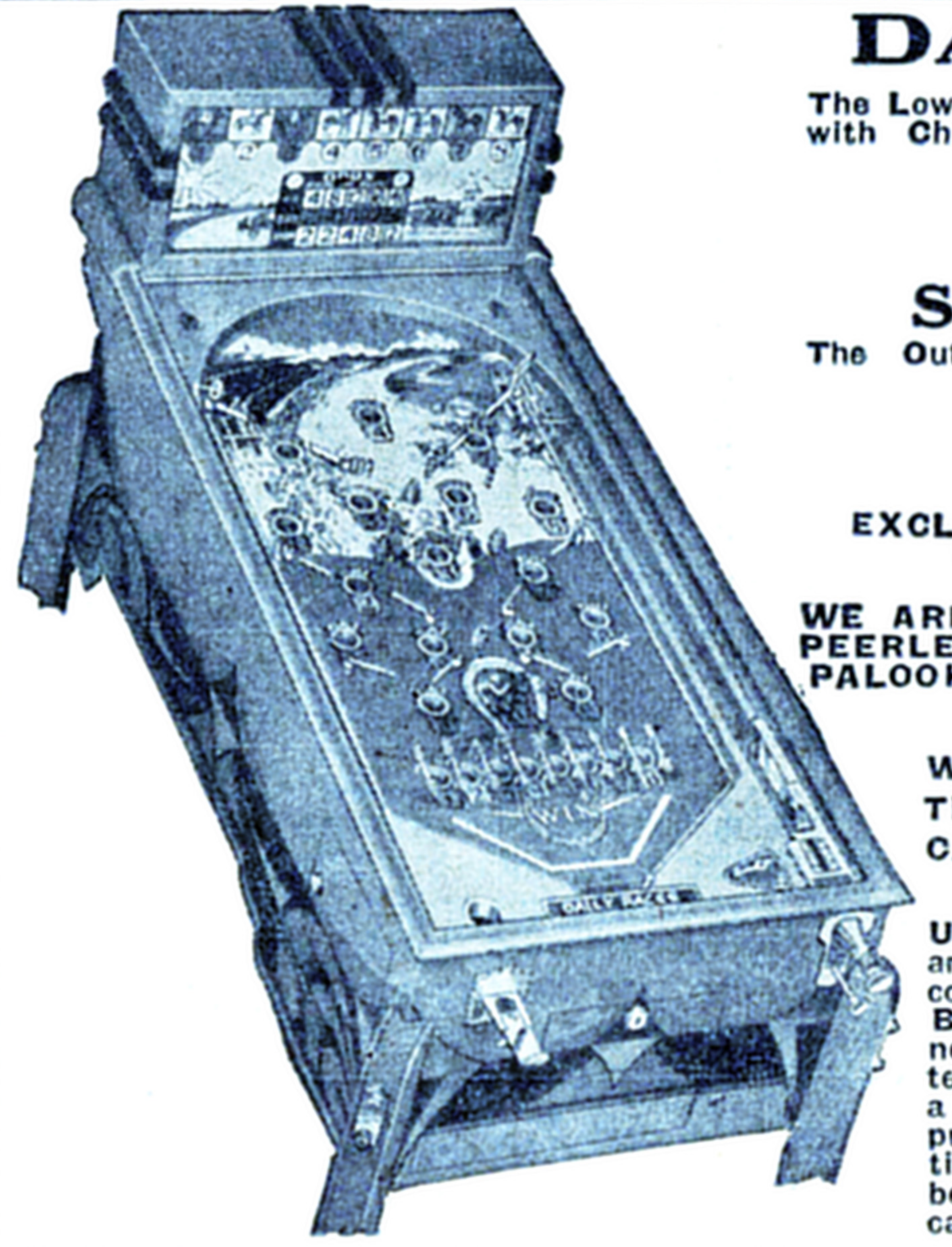
Engineers responsible for the new invention say that Fresh'nd-Aire gives complete, uniformly controlled circulation and cooling of air without draft. In that it keeps freshened air continuously turning over wherever installed, it naturally follows that an even moisture content is established in stores, offices or other locations, large or small, with cooling effects of 8 to 10 degrees lower temperature in summer and with a continuous purifying and deodorizing effect in winter.

While at first sight one might associate Fresh'nd-Aire with being a huge electrically driven fan, closer observation and reaction to its effects reveals two compartments on either side of the motor. One of these compartments is loaded with several seasons' supply of an air-purifying agent. The other is installed to add such special fragrances as pine woods and modified mint aromas, should special locations desire to scent the air along with the conditioning processes furnished thru the agency of Fresh'nd-Aire.

Built in its high-stand model, Fresh'nd-Aire is adjustable from five feet to nine feet in height, with 50 speeds, varying from that of gentle absolute noiselessness to high speeds which accommodate a maximum of circulation without draft and little or no sound at all. The low-stand model is ideally suited for counters and desks, having the same conditioning qualities as the high-stand model, both being portable and easy to place at strategic points. All models of Fresh'nd-Aire are adaptable to the needs of large or small rooms, halls, etc., with drug stores, cigar stores, taverns, clubs, restaurants and others installing the particular model of their preference. But the wall model Fresh'nd-Aire seems to find favor under certain circumstances, in that it may be permanently installed by means of brackets to fit every condition of building construction. It, too, has the same requisites embodied in the high-stand and low-stand device. Used in restaurants or taverns and the like, the purifier switch is pulled, generating a powerful, yet harmless, chemical action which completely destroys and absorbs all odors. There is no evidence of a cover-up odor, merely the feeling that the air has been cleansed and revitalized.

According to the Gaylord concern, one large Texas distributor booked $10,000 on Fresh'nd-Aire on its first showing and a jobber did $6,000 worth of business within one week's time. Other equally good reports on Fresh'nd-Aire, ripe now for a heavy summer season ahead and for year-round business, indicate that properly cooled and conditioned air is the subject at hand with many thousands of locations.

Edward S. Gaylord, head of the firm, has made extensive trips thru California, Texas and Florida, and is now reported as heading north thru Middle Atlantic States. He reports more demand for Fresh'nd-Aire and the company's line of smaller fan-type air fresheners than on anything he's handled in years.



DAILY RACES

The Lowest Priced Multiple Coin Slot One-Ball Payout with Changing Odds. Real Race-Horse Atmosphere Thruout.

$125.00

SUNSHINE DERBY

The Outstanding One-Ball Automatic Payout with Player-Changing Odds.

$89.50

EXCLUSIVE ST. LOUIS DISTRIBUTORS FOR D. GOTTLIEB & CO. PRODUCTS.

WE ARE ALSO JOBBERS FOR BALLY DERBY, PEERLESS, MAD CAP, FAIR PLAY, PAMCO PALOOKA, PUNCHETTE, TOP HAT, ROLY POLY AND ALL OTHER NEW GAMES.

WE OFFER SUBJECT TO PRIOR SALE THE FOLLOWING USED MACHINES. THEY CAN'T LAST LONG AT THESE PRICES.

All of our Used Machines are put in good condition. New Balls where necessary, Batteries tested and machines put in condition, ready to be placed on locations.

A.B.T. Autobank	$12.50
Flying Colors, Counter	5.00
Tit-For-Tat	10.00
Sink or Swim	4.00
Five and Ten	17.50
Star Lite	4.00
Beacon	4.00
Ball Fan	12.50
Rebound, Jr.	6.00
Three-In-Line	5.00

Traffic (Plain)	$ 8.00
Cheer Leader	17.50
Spitfire	10.00
Tricks, Jr.	17.50
Tricks, Sr.	30.00
Hold & Draw, Count'r (New Model)	12.50
Criss Cross A-Lite	7.00
Tri-A-Lite	8.00
Major League, Sr.	8.00
Treasure Hunt	8.00
Beamlight	$4.00
Zoom	15.00
Cavalcade	8.00
Hop Scotch	12.50
Genco Baseball	12.50
Subway (1c or 5c)	3.00
Crack Shot (1c)	3.00
Lucky Stars	17.50
Signal (Large)	6.00
Dealer	9.00
Signal (Small)	4.00
Action (Small)	$ 4.00
Action (Large)	8.00
Drop Kick (1c)	4.00
Criss Cross (1c) (Plain Model)	5.00
Rapid Transit	14.00
Screamo	15.00
Cyclone	10.00
Kings	12.50
Score-A-Lite	10.00

USED SLOTS AND AUTOMATIC PAY TABLES

Ivory Golf (2 balls)	$30.00
Jumbo	47.50
Exhibit Rodeo (1 ball)	35.00
Mills, Escalator Front Double Jackpot (5c)	$40.00
Q. T. Slot (5c)	30.00
Kingfish (Mystery Hole Pays from $1 to $5)	$20.00

In ordering used machines state whether 1c or 5c slot is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service guaranteed. Our central location means a saving to you on freight or express charges.

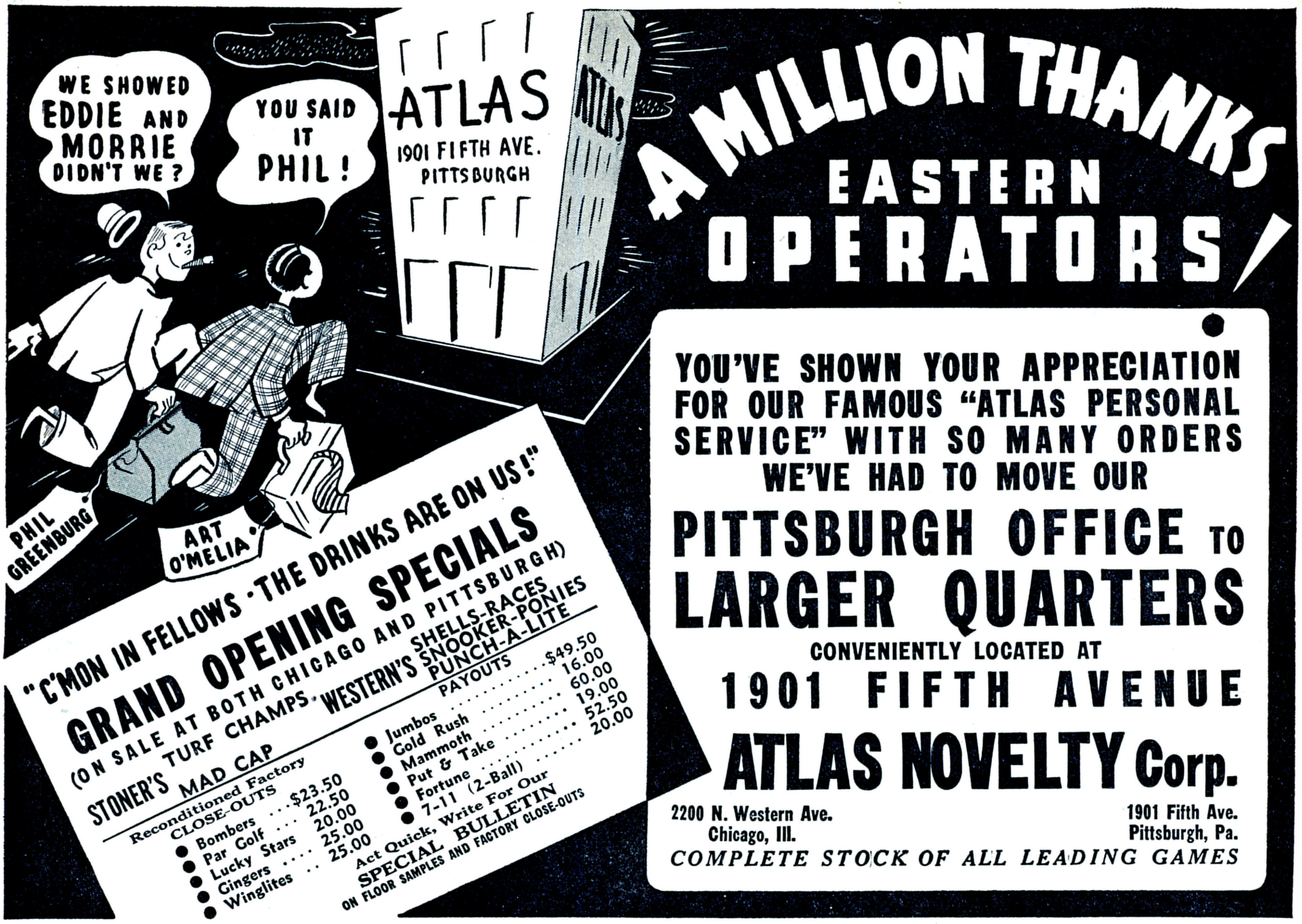
MORRIS NOVELTY CO. 4505 Manchester, St. Louis, Mo.

Operating Firm Formed

ALBANY, N. Y., April 4.—Operation of coin machines is the object of the Herald Vending Corporation, of New York City, which was issued a charter Wednesday by the secretary of state. Subscribers [illegible] the capital stock of 100 shares ar[illegible] [illegible]e Peck and Les[illegible]

M. Starr to West Indies

SAN ANTONIO, April 4.—M. Starr, of the Globe Printing Company here, sailed from Galveston the other day for Miami, where he spent a few days visiting with George Bloom, manager of the Miami Globe office. Starr sailed from Miami yesterday morning on the S. S. Iroquois for the West Indies.


WE SHOWED EDDIE AND MORRIE DIDN'T WE?
YOU SAID IT PHIL!
ATLAS 1901 FIFTH AVE. PITTSBURGH
ATLAS
PHIL GREENBURG
ART O'MELIA

"C'MON IN FELLOWS · THE DRINKS ARE ON US!"

GRAND OPENING SPECIALS
(ON SALE AT BOTH CHICAGO AND PITTSBURGH)

STONER'S TURF CHAMPS · WESTERN'S SHELLS-RACES SNOOKER-PONIES PUNCH-A-LITE
STONER'S MAD CAP

Reconditioned Factory CLOSE-OUTS

- Bombers ... $23.50
- Par Golf ... 22.50
- Lucky Stars 20.00
- Gingers 25.00
- Winglites .. 25.00

PAYOUTS

- Jumbos $49.50
- Gold Rush 16.00
- Mammoth 60.00
- Put & Take 19.00
- Fortune 52.50
- 7-11 (2-Ball) 20.00

Act Quick, Write For Our SPECIAL BULLETIN ON FLOOR SAMPLES AND FACTORY CLOSE-OUTS

A MILLION THANKS EASTERN OPERATORS!

YOU'VE SHOWN YOUR APPRECIATION FOR OUR FAMOUS "ATLAS PERSONAL SERVICE" WITH SO MANY ORDERS WE'VE HAD TO MOVE OUR

PITTSBURGH OFFICE TO LARGER QUARTERS

CONVENIENTLY LOCATED AT

1901 FIFTH AVENUE

ATLAS NOVELTY Corp.

2200 N. Western Ave.
Chicago, Ill.

1901 Fifth Ave.
Pittsburgh, Pa.

COMPLETE STOCK OF ALL LEADING GAMES

Eastern Chatter

Lew Wolf, Jack Fitzgibbons' sales manager, fears no floods. After driving many hard miles thru them in upper New York State, he has just started back again, with flood reports coming in every day, stating that they are getting higher levels than ever before in history. Perhaps Lew is webfooted.

The McCormick record case for music-machine operators is being seen all around town. The music ops believe that this is the best case they have ever had and are going for it in a big way.

Max and Harry Hurvich, of Birmingham Vending Company, write that they are optimistically hoping for better conditions which may result from legislative action being taken down that way at this time.

Press cameramen will be present at the Fitzgibbons' anniversary shindig. Many leading newspapers ordering their men to be present due to stage, screen and radio stars who will be guests.

Sachs & Silberling's Flashy games are appearing at all the sportlands in town. Many months ago these boys first presented the game, manufactured originally for their own use in their own three sportlands. Now, with the siutation as it is, the others are demanding them and the boys are busier than all get-out trying to fill orders.

The new issue of *The Bally Coin Chute,* published by Fitzgibbons Distributors, Inc., is said to be the most entertaining of any yet presented. This is Jack Fitzgibbons' Silver Anniversary issue.

Charley Lichtman has become the leading town hustler. He is seen everywhere talking with the jobbers and operators, and the general belief is that in this fashion his games are getting a better break.

Aside. Apologies to the verra, verra charming and sociable Mildred, frau of Joe Hirsch, the guy who is being prominently mentioned with King Edward VIII, for not having used her name in connection with Joe's in reporting that affair at the Casino.

Those new additions to the present offices of Modern Vending Company are certainly breath takers. Nat has gone in for modern walnut and chrome furnishings, with everything done to the last word.

Dave Robbins is all set to "go to town" with his new merchandiser, the Two-in-One. Dave claims it's a honey. With his experience in the merchandiser biz we'll take his word for it.

Someone filled a closed spot in Harlem with a Clearing House counter game and the reported take is something to whistle about. How those Harlem babies go for this number game.

Dick Steinberg, at Stirling Novelty Company, has a honey of a game just about ready to pop.

Dave Stern, over at Royal, claims that in the last few weeks he has been selling his favorite merchandisers so fast he is bewildered by the sudden biz in this direction.

Sammy Gisser, over at Hercules, is all hot and [illegible] abo[illegible] the little non-co[illegible] [illegible]en novelty game. He reports that it is proving itself one of the best money-maker stimulators the boys have ever used as a premium.

Sam Getlan continues to fly to and from Chi at a terrific rate. Someone suggested that Sam buy his own plane and save himself plenty of money.

Babe Kaufman's phono exchange has started them to talking. The belief is that Babe has a peach of an idea and that she is preparing the groundwork for some big events.

Some of the boys were seen gathered down at the swanky Deauville Club at 42 West 58th street the other yawning. Wonder what the boys were planning.

Archie A. Berger, of Mutoscope, export manager de luxe, is said to be doing a whale of a biz on the new Photomatics way out as far as South Africa—and all thru the mail. And that's a real proposition to sell via letter.

Joe Orleck, of *The Billboard,* is getting ready for the Fitzgibbons' affair. He has just purchased about 10 bucks' worth of novelties and fire crackers.

Aside to Jim Buckley: Be prepared!

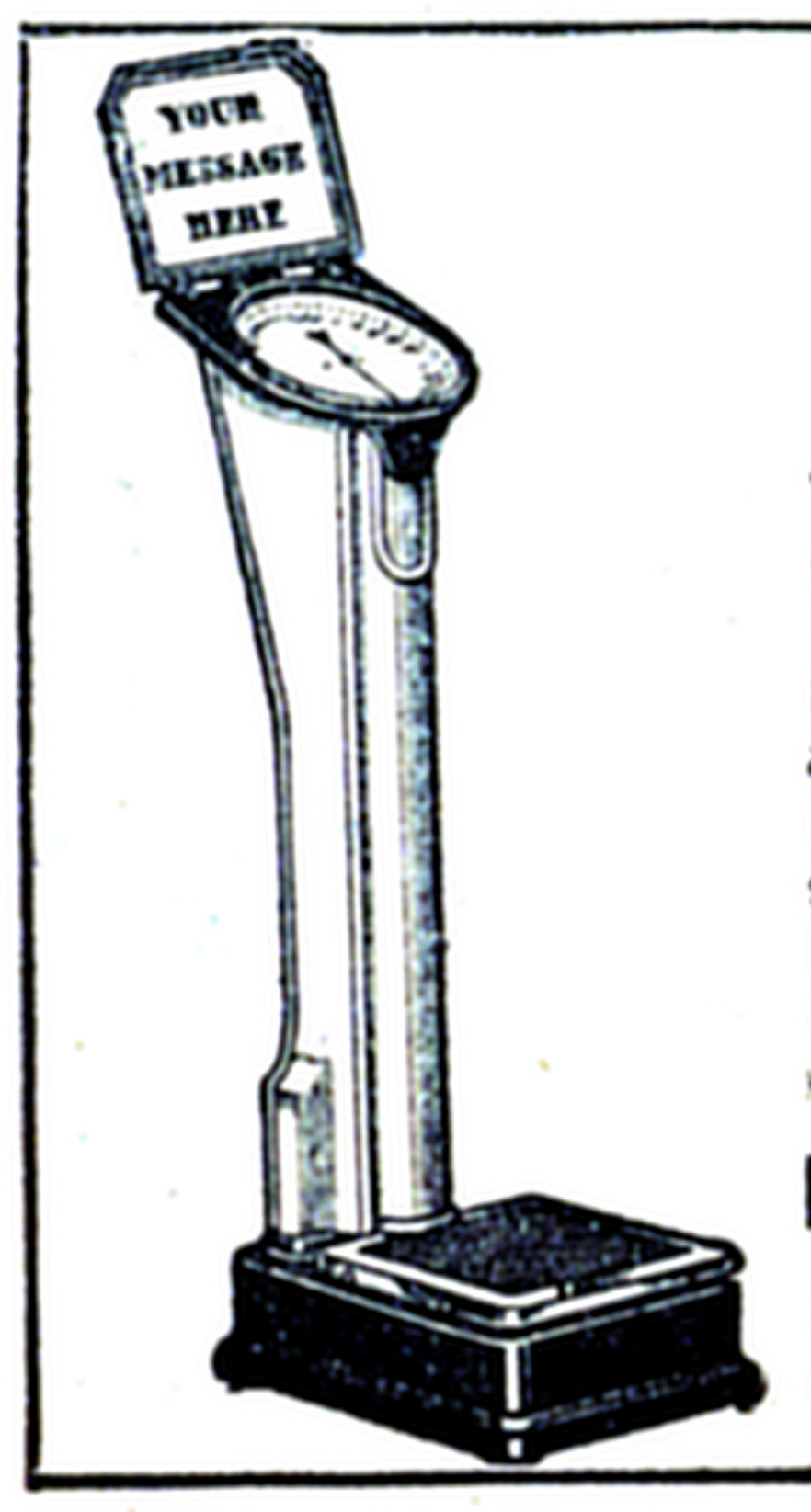
Charley Lichtman is bustling around and about selling from the side pockets instead of from his place of bizniss, where he has the very capable Sol Silverstein in charge.

The merchandise jobbers are looking to a great outdoor season and believe that it is certain to be one of the best on record.

Down at Fitzgibbons' spot they're not talking about the zoo when they say "the bear and the wolf"; they mean Betty Bear and Lew Wolf.

Miss Acme Fast Freight of 1936 and Bill McDonald are said to be just like that, with Miss Acme on the wire every day asking for Bill. And does he blush!

They celebrated down on Park Row the other day with the return of Mike Munves and "Pop" Struhl, from Miami, all sunburned and healthy looking. Mike claims he feels so good he's ready to race Glenn Cunningham for the mile record.

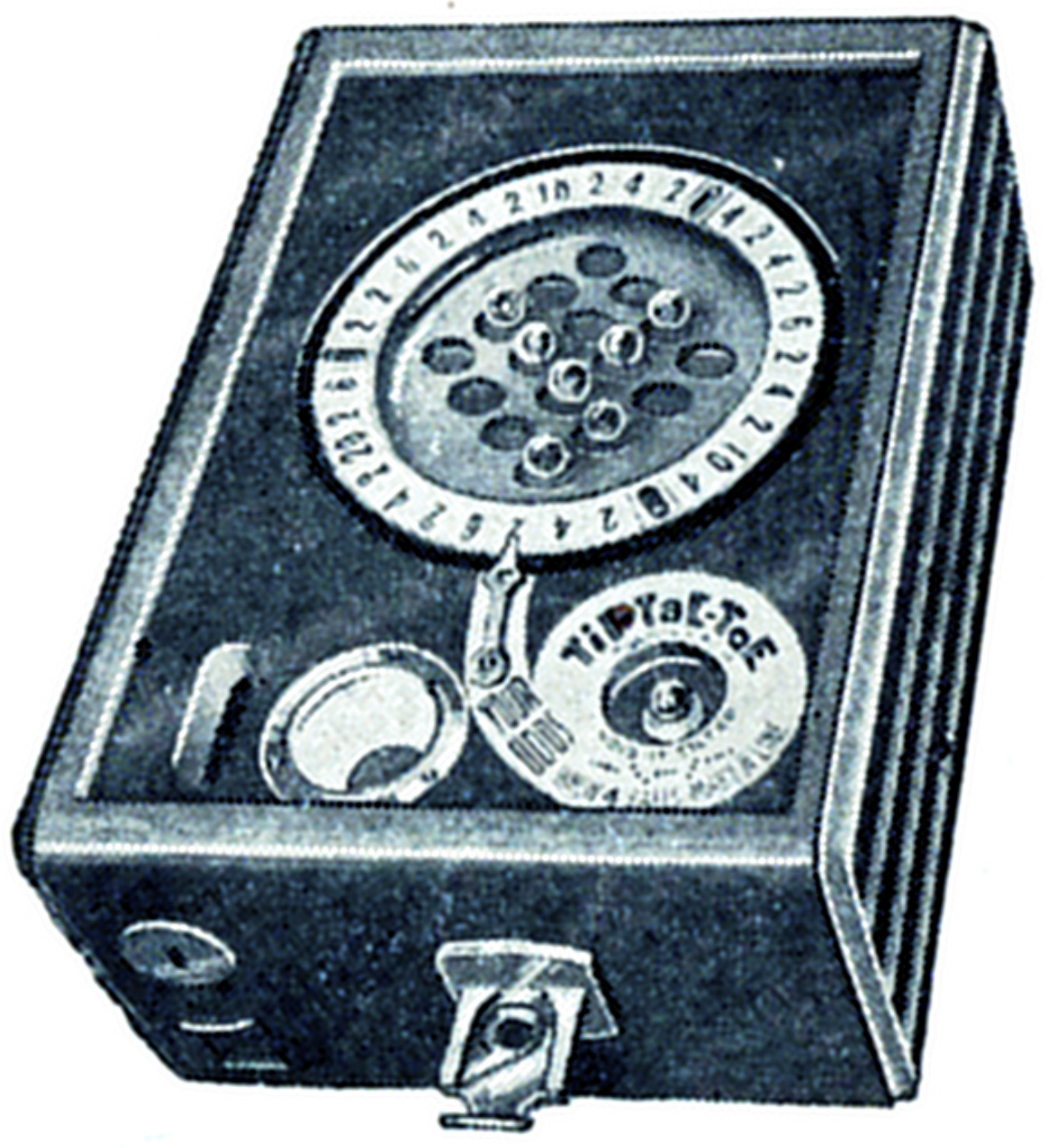


HANSON PENNY SCALE

This midget requires only a 12 by 16-inch space. . . . Accurate. . . . Dependable. . . . (A money maker). . . . Reasonably priced—$70 list. Write for attractive discounts to operators.

HANSON SCALE CO.
502 North Ada St.,
CHICAGO, ILLINOIS.

TIC · TAC · TOE
WITH MARBLES



The newest idea in Counter Games. Combines the old Criss-Cross game with Roulette. ODDS CHANGE AUTOMATICALLY EVERY GAME. Plays pennies, nickels, dimes, quarters. Get it from your jobber or write

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

GUARANTEED USED MACHINES

Screamo	$15.00	21 Game	$11.00
5-and-10	13.00	Big Game	14.00
Champion	15.00	Rocket	12.50
Rockelite	7.00	Action	7.00
Par Golf	12.50	Ball Fan	12.50
3-In-Line	9.00	Field Goal	13.00

¼ Deposit With Order.
Best Trade Allowances on New Machines.
VEECH SCALE CO., Decatur, Ill.

New Sportland Opens in Detroit

DETROIT, April 4.—The Sport Center has been opened at Woodward avenue and Temple street by W. H. Garnham and Ralph P. LaPointe. The operators entered the coin-machine field last December with a small arcade on Monroe avenue and moved to the Woodward avenue location a few weeks ago.

This new entry gives Detroit two sportlands and two penny arcades. The Sport Center contains 30 machines, all of the pinball type except one large football-game machine. There are also small nut venders. A special concession is operated by Red Horner, using window display space, for the selling of magical and novelty tricks.

The operators also have a few regular locations in various stores, operating a limited route of pin games in this manner. Business is reported fair at the Sport Center, which is a center of Detroit's night life.

Big Space Demand Felt For French Coin Show

PARIS, April 4.—The advance demand for space at the Amusement Machine Exposition to be held in Paris during May has been so great that it has been found necessary to secure a larger hall than that of the Hotel Modern, where last year's show was held. Rene Godin, organizer of the exposition, is at present arranging for a larger hall and probabilities are that this year's show will be held at the Hotel George V, just off the Avenue des Champs Elysees.

Incorporation articles were recently filed by the Etablissements Bonzini et Sopranzi at Paris. The new firm operates an automatic coin-machine factory at 26-28 Rue Desire-Vienot in Bagnolet, Paris suburb, and has showrooms in Paris. The firm is capitalized at 600,000 francs ($40,000). Directors are J. Bonzini and A. Sopranzi.

Coin-operated vending machines are being used for the sale of tickets in the National Lottery, government-operated lottery. Shares are for 1/25th of a 100-franc ticket and machine operates with a five-franc coin. Shares are guaranteed by the Federation of War Wounded, which derives a small profit from the sales.

Vic Ueberroth Traveling For Western Equipment

CHICAGO, April 4.—Jimmy Johnson, owner of the Western Equipment and Supply Company, has appointed Vic Ueberroth traveling representative of his firm.

Vic is not new to the coin-machine business, inasmuch as he has been employed in a responsible capacity by the Western firm. Previous to entering the coin-machine business he was sales representative of one of the largest building-supply firms in the country.

His natural inclination being towards the sales end of the business, Mr. Johnson decided to let Vic go to bat. On his initial trip he is traveling the State of Michigan. Fine character and affable personality, probably a tabloid description is most appropriate by saying, "He's a heluva swell feller."

VIC UEBERROTH

Atlas Moves to Larger Quarters

PITTSBURGH, April 4.—It takes more than a devastating flood to hold the Pittsburgh office of the Atlas Novelty Corporation down. The orders have been coming in so fast that a hurry-up call to the home office in Chicago was necessary. No chances could be taken that would endanger the "Atlas personal service" reputation for giving 24-hour shipments, so larger quarters were found at a more convenient address in Pittsburgh.

Every convenience for the comfort of the visiting jobbers and operators is being installed in the Atlas Pittsburgh office. The sales floor will be arranged so that all new arrivals from various manufacturers will be displayed to the best advantage. Used games will be kept separately—pay tables in one group, straight skill games in another, while a separate room will be provided for in the near future for used counter and vending equipment.

The repair and reconditioning department, under the efficient supervision of a factory-trained expert, will move into a much larger space than it formerly occupied. Additional equipment and parts have been ordered direct from the manufacturers so that repairs can be made immediately. This is one phase of the "Atlas personal service" that will be most appreciated by operators who cannot afford to have their equipment tied up by expensive "out-of-order" signs.

Phil Greenberg, general manager of the Atlas Pittsburgh office, has done a splendid job. Being in the Eastern territory only a few months, he has made a host of friends. Phil tries to understand the operator's requirements and then suggests the proper equipment. His determination to put over the Pittsburgh office in a big way has made the new, larger quarters necessary.

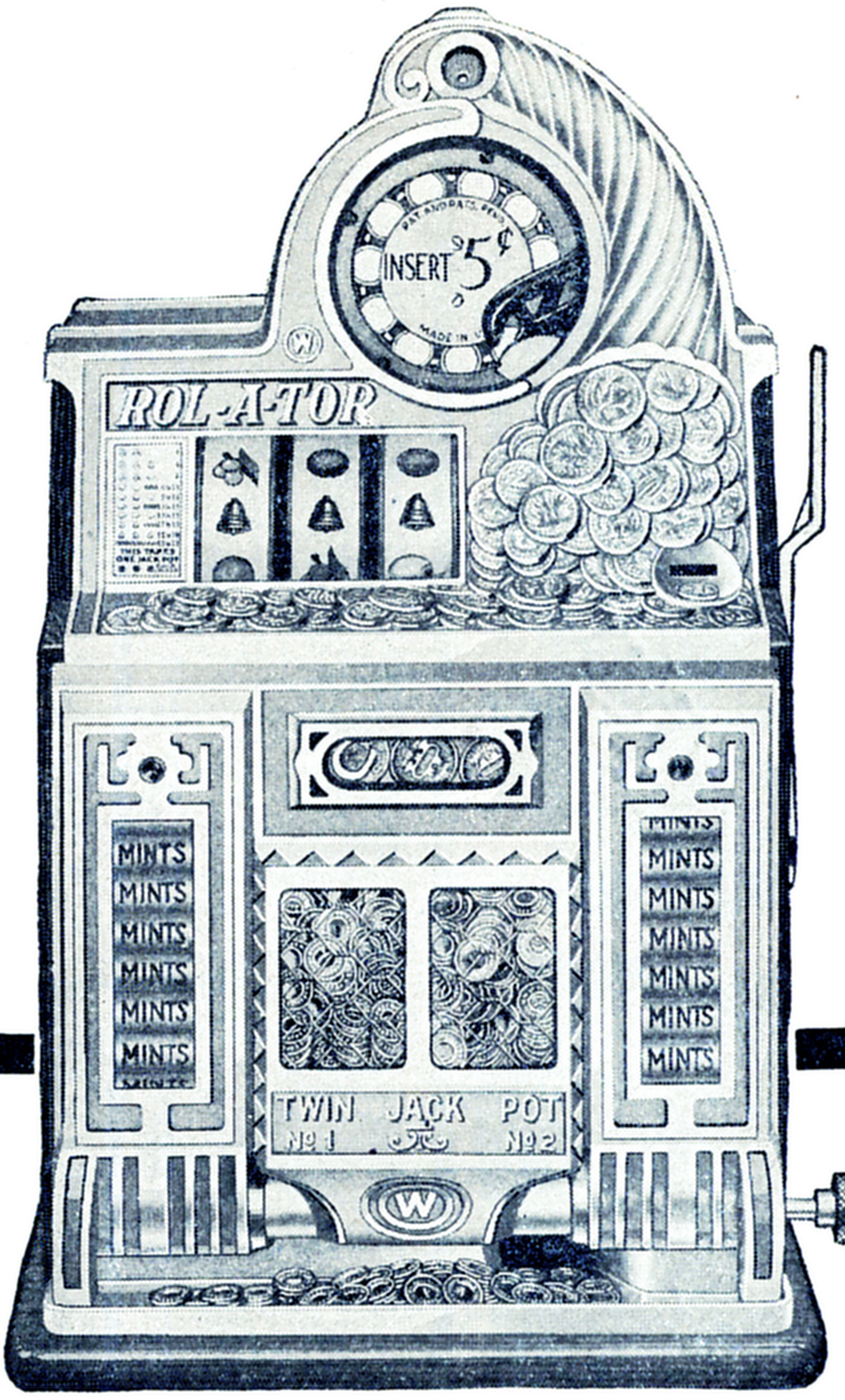
On the job every day bringing in substantial orders is Art O'Melia, who has title of sales manager for the Pittsburgh office. Art is an oldtimer in the Eastern coin-machine field and enjoys the friendship and confidence of thousands of operators. He makes periodic trips thru Pennsylvania, West Virginia, Maryland, Delaware and lower New York, where he helps spread the famous Atlas slogan.

The entire coin-machine industry congratulates Eddie and Morris Ginsburg, of the Atlas firm, on the meteoric success of their firm and wishes them the best of luck. They are two boys who have made good by their untiring effort to continue to do business fair and square at all times. Their reputation in the Middle West is a high standard for their Pittsburgh office to live up to.

Keene Visits Polynesia

CHICAGO, April 4.—Arthur Keene, prominent coin-machine operator and editor of *The Daily Midway Driller* in Taft, Calif., also is an extensive traveler. During the past winter his travels took him to picturesque Polynesia, where he encountered many interesting people and experiences.

Among the places visited by Mr. Keene was the village of Nuuuli, on the island of Tutuila in the Samoan group, and as a memento of his visit Keene had his picture taken with a native Polynesian chief, an extremely picturesque character. Mr. Keene sent along the photo and it is unfortunate it was not sufficiently clear to reproduce well. Accompanying the photo was a caption reading, in part: "The fellow with the large feet and the headpiece made of 5-and-10-cent-store mirrors is the Polynesian chief of the village of Nuuuli. . . . The fat, left-handed, cross-eyed, lucky fellow wearing shoes is none other than Arthur Keene, editor of *The Daily Midway Driller* in Taft and erstwhile Wurlitzer phonograph operator, along with his son, Arthur.



QUALITY
IN EVERY DETAIL
Rol-A-Top

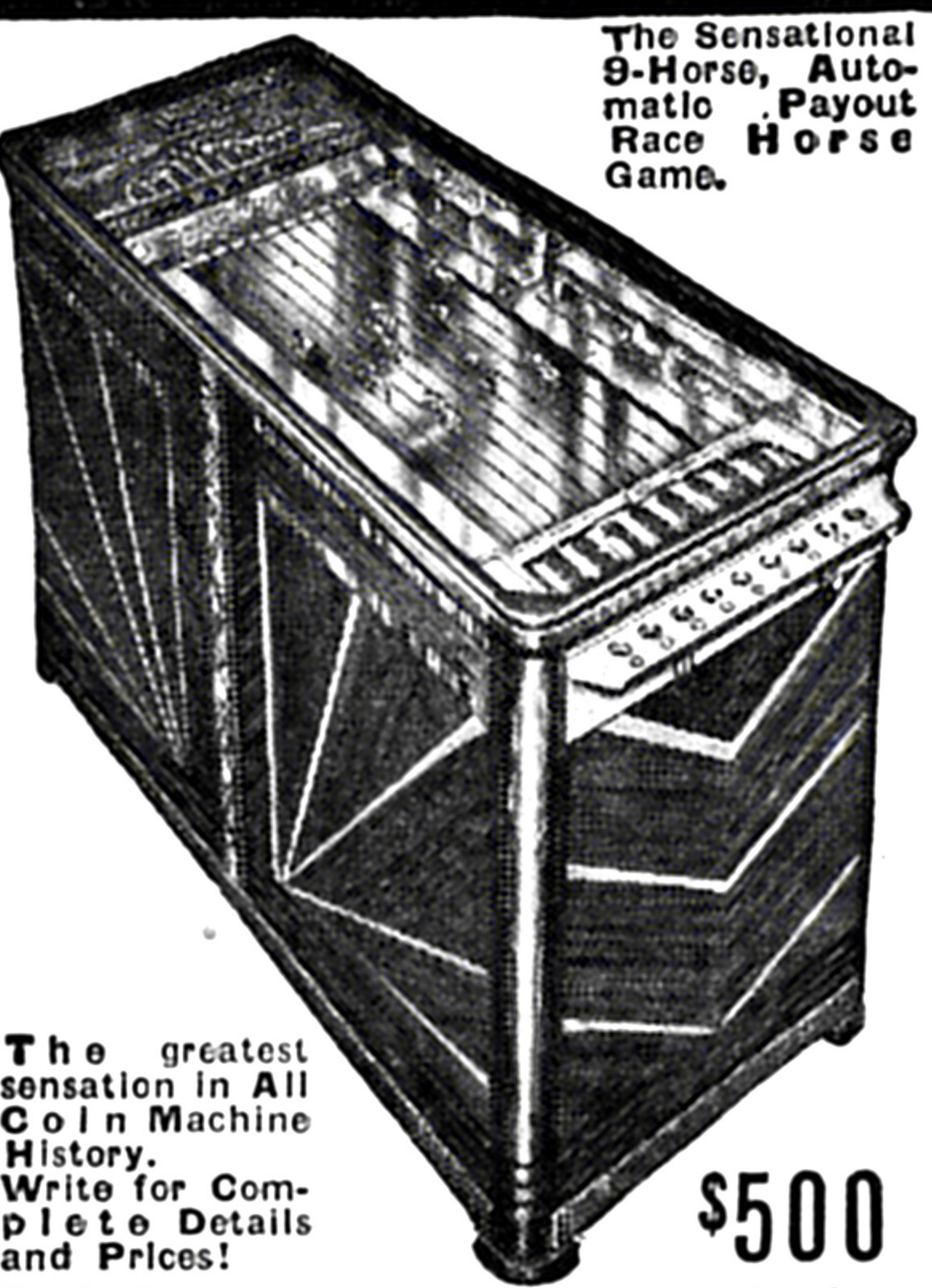
BUILT IN 3 MODELS, Bell, Front Vender and Gold Award
1c-5c-10c-25c Play
10% FEDERAL EXCISE TAX ON ALL VENDERS EFFECTIVE MARCH 16
ENGLISH DISTRIBUTORS:
GODDARD NOV. CO., LTD., High Holborn House, 11-12 Brownlow St., London, W. C. I., England.
WATLING MANUFACTURING COMPANY
Established 1889
4640-4660 West Fulton St., Chicago, Ill., U. S. A. Tel.: COLumbus 2770. All Depts.
Cable Address, "WATLINGITE," Chicago.

SALESBOARD OPERATORS
PROFITS BIG ONES ALWAYS—WHEN YOU USE OUR ASSORTMENTS
Send For Our New 1936 Circular Just Off the Press—Full of New 1c and 5c Salesboard Assortments.
LOOK AT THIS BIG VALUE!
6 Beautiful Art Model Photo Hnadle 2-Blade Pocket Knives, on a 300 hole 5c Board. Takes in $15.00. Profit $12.25. No. B938 Sample $2.95. Lots of 25, Each.......................... $2.75
No. B937. Same as above, with 6 Pearl Color 2-Blade Knives. Takes in $15.00. Profit $13.25. Sample $1.85. Lots of 25, Each.................. $1.75
25% With Order, Balance C. O. D.
Lee-Moore & Co.
180-182 West Adams St.
CHICAGO, ILL.

SUPERIOR QUALITY
ART KNIVES
5¢

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

RAY'S TRACK



The Sensational 9-Horse, Automatic Payout Race Horse Game.

The greatest sensation in All Coin Machine History. Write for Complete Details and Prices!

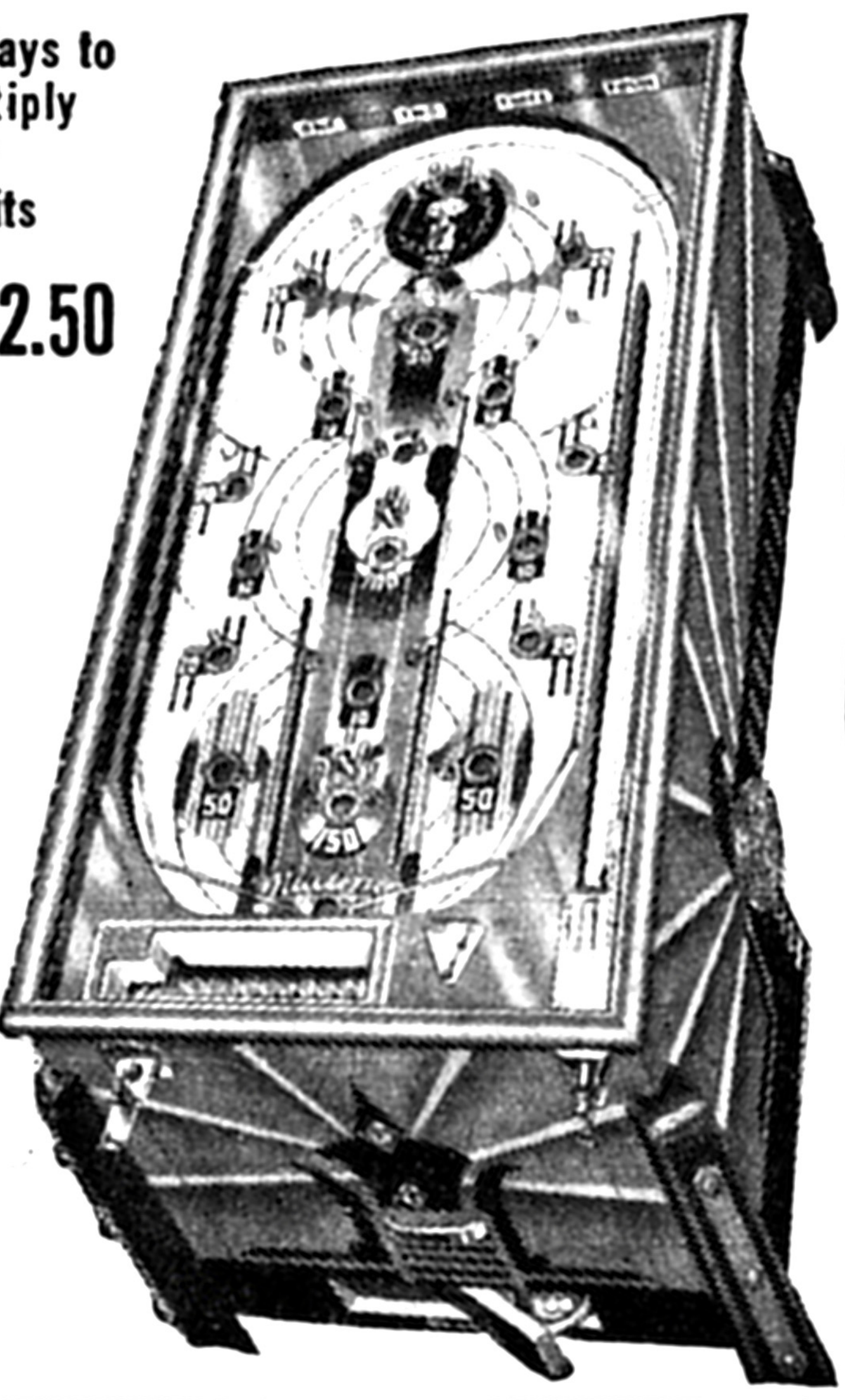
$500

Ray's Track Opens a New Big Boom Era for You. IT'S THE SENSATION OF 1936.

BALLY'S MULTIPLE

3 Ways to Multiply Your Profits

$142.50



PAMCO PALOOKA

1 or 5 Ball Play. Cash in With This Game of Games.

$189.50

WRITE NOW—Get Full Details and Prices of all BALLY Hits! Teaser—Harvest Moon — Golden Harvest — Bally Baby.

—ALSO—

RED SAILS	$119.00
DAILY RACES	125.00
DAILY LIMIT	[redacted]
PINCH HITTER	119.00
ELECTRIC EYE	[redacted]
RACES	125.00
SNOOKER	99.50
MAD CAP	47.50
BIG RICHARD	[redacted]
HOLLYWOOD	89.50

ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

JOBBERS Write for Quantity Prices.
PROMPT DELIVERY

If 1/3 Deposit in Form of Postal, Express, or Telegraph Money Order Is Received With Order, Balance C. O. D.
See Our Classified Ad.

MOSELEY VENDING MACHINE EXCHANGE, Inc.
Manufacturer's Authorized Distributors,
00 Broad Street, RICHMOND, VA.
Day Phone, 34511. Night Phone, 55328.

London Coin Machine Notes

LONDON, Eng., April 1.—The annual meeting of the Manufacturers and Distributors' Section of the British Automatic Machine Operators' Society, organizers of the London Coin-Operated Machine Exhibitions, took place March 19. Election of officers and committee resulted as follows: Chairman, Phil Shefras (Shefras Automatics, Ltd.); vice-chairman, Bill Green (British-American Novelty Company, Ltd.); treasurer, B. W. Brenner (Supermatic Entertainments, Ltd.); secretary, Edward Graves *(The World's Fair)*; committee, George Booth (Amusement Equipment Company, Ltd.), Percy Goddard (Goddard Novelty Company, Ltd.), Mark Kraft (Hollingsworth's Automatics, Ltd.) and Richard Scott (Scott, Adickes & Company, Ltd.). Of these, Shefras, Booth, Goddard and Scott have all visited the United States. Phil Shefras succeeds his father, Solly, who is now a vice-president of the organization.

Third London Coin-Operated Machine Exhibition will be held February 23, 24, 25 and 26, 1937. Place not yet decided upon.

Official statistics regarding last London show reveal fact that registrations totaled 1,164; exhibitors numbered 31, occupying stand or booth area of 3,631 square feet with frontage of 342 feet.

Blessed events have occurred in families of Percy Goddard and Alf Makin. Former has a baby son and latter a baby daughter. Percy is well known in Chicago. Makin was there with Walter Streets last fall. His firm, Strand Automatics, Ltd., is British agent for A. B. T. Manufacturing Company.

Twenty-second birthday of Louise Burrows was celebrated by an informal party at "Sir" Arthur's London home. Many trade friends participated.

British manufacturers are experiencing a busy time fulfilling orders placed at recent show. Bryan, of Kegworth, who manufactures cranes and wall machines, has had to enlarge works to cope with business.

One of the most popular selling lines in Britain just now is that of coin-operated shooting devices. Sharpshooter, a German device which creates illusion of shooting over range of 25 yards, has been in big demand. Smaller pistol machines, such as A. B. T.'s Big Game Hunter and Exhibit's Bull's-Eye, are also much in demand.

Greetings to BAMOS published in *The Billboard* just prior to London show were greatly appreciated. Copies of the paper were distributed by Weston Novelty Company, Ltd.

Many prominent people, including Alderman Tom Groves, member of Parliament for East Ham, London, are advocating formation of central council representative of Showmen's Guild, British Automatic Machine Operators' Society and Amusement Caterers' Association. Object is to present united front against attacks being launched in certain quarters against machines and games and the giving of prizes in connection therewith.

A well-known operator of Birmingham, "Uncle" Bill Tolley, has announced his retirement from business thru ill health. He was also a jobber and as agent for Samson Novelty Company, Ltd., distributed Mills Novelty products in Midlands.

Charles Lawes, director of Amusement Equipment Company, Ltd., has just returned from South Africa, where he arranged for operation of a large number of amusement machines.

Several of the British machine businesses are truly family concerns. In Samson Novelty Company, Ltd., besides "Pa" Holloway, directorate includes sons John, Charlie and Harry with sons-in-law Wal Enticknap and Wal Fogarty. In addition, Uncle Charlie, brother of "Pa" Jack, plays an important role. Shefras Automatics, Ltd., has "Pa" Solly and sons Morrey and Phil on the board, with daughter Doris as secretary. Arthur Burrows, in Burrows Automatic Supply Company, Ltd., has the active support of daughters Maggie, Lydia, Louise and Violet and son Arthur. W. H. Hooper, of Hooper's Automatics, has no fewer than five sons working for him.

New Feature on Gottlieb's Daily Races

CHICAGO, April 4.—With orders coming in from all over the country, the D. Gottlieb & Company plant is a beehive of activity. According to Dave Gottlieb, their new game, Daily Races, is being accepted with great favor and its popularity is sweeping the country. Distributors are reporting exceptional business.

One of the big reasons which make Daily Races a big hit is the mechanical arrangement for regulating payouts. The operator, at his own discretion, can instantly adjust the amount of rewards to be paid. It is the only game on the market with the original Gottlieb payout regulator.

Comments have been coming in daily from distributors and jobbers everywhere telling of the instant success of Daily Races. National Sales and Distributors Company, Dallas, Tex., exclusive Northern Texas distributor for the game, says: "Daily Races a big hit. Operators going for it strong. Rush our order." From Sam London, of the Milwaukee Coin Cachine Company, Milwaukee, the exclusive Wisconsin distributor, comes: "Daily Races is the best bet." "Daily Races running way ahead of all expectations," is the word of the Square Amusement Company, Poughkeepsie, N. Y., the exclusive New York distributor. And from the West Coast Sol Gottlieb, the exclusive Southern California distributor, writes: "Ship Daily Races at once. Advance orders much more than original order. Send an additional 100 as soon as possible." Hy Greenstein, head of the Hy-G Games Company, Minneapolis, had this to say when he visited Chicago a few weeks ago: "Operators are certainly going to have a cinch with Daily Races. It's a honey for fast money." In addition to talking about the earning power of Daily Races, Mr. Greenstein was referring to the mechanical perfection of the machine. He went on to say: "The electropak and automatic fuse eliminate the inconvenience of battery trouble and fuse replacement.

With enthusiastic reports coming from the North, South, East and West, there is little wonder why D. Gottlieb & Company are geared up for one of their most successful years. The plant is working day and night to satisfy the clamoring for immediate shipment.

"We are doing our best," said Dave Gottlieb, "but there are certain steps that each game must pass thru before it is ready for shipment. After each part has been assembled by skilled workers each machine goes thru rigid inspection. Tests that minimize the wear given on actual locations are applied, and only after each game passes thru this thoro inspection is it released for shipment. Therefore I want all distributors, jobbers and operators to know that orders will be shipped as soon as possible, but under no circumstances will we allow haste to displace quality."

Robbins Manufacturing New Penny Bulk Vender

BROOKLYN, April 4.—D. Robbins & Company are now in production on their new penny vending machine called the Two-in-One Vender. Dave Robbins claims that his machine is 99 per cent slugproof and absolutely waterproof. The beautiful modernistic design was created by a well-known firm of commercial artists. Straight front glasses are used instead of round globes. Dave says his machine sells two different items but requires only one inch more space than a single-column machine. By vending two items, this machine should earn twice as much money as a single-column vender.

Over 20 different bulk items can be vended, including pistachio nuts, salted peanuts, candy and toys, chocolate-coated peanuts, cashew nuts, Boston baked beans, mixed nuts, etc. The Two-in-One Vender, says Dave, was designed and built for real operators who wanted a substantial, fool-proof machine that could be used on outside, as well as inside, locations. Quite a number of Two-in-One Venders have been tested on locations and found to be 100 per cent mechanically perfect. D. Robbins & Company are now appointing exclusive county and State distributors for their machine.

Amendment To Permit Games Before N. Y. Legislature

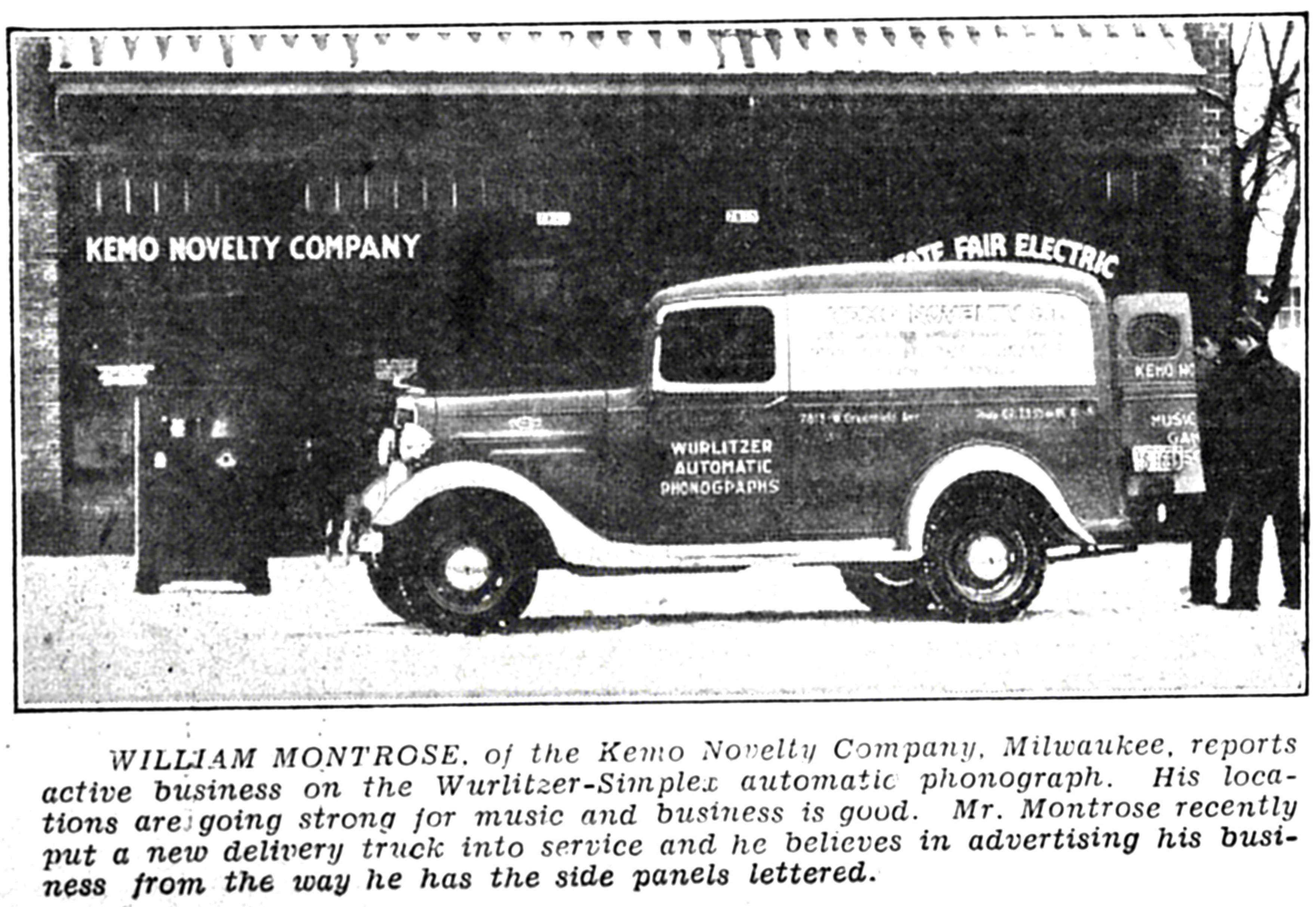
ALBANY, N. Y., April 4.—An amendment to the Penal Law was introduced in the Legislature Wednesday to permit the use of a machine or device operated by inserting a coin of no greater denomination than 10 cents and the operation of which is dependent on skill of operator and where no money or prize token is received.

The bill also provides for the use of a machine containing merchandise which may be removed thru the skill of the operator. This measure was introduced by Senator Joseph Esquirol, Democrat of Brooklyn. It was referred to the Senate Codes Committee for consideration.

Independent Novelty Co. Moves to Larger Quarters

SPRINGFIELD, Ill., April 4.—Independent Novelty Company here has been forced to move to larger quarters at 220 North Fifth street to take care of increased business on the firm's Barrel-of-Fun.

The fact that the Independent Novelty Company has recently been appointed Central Illinois distributor on Bally products also made the expansion necessary.



WILLIAM MONTROSE, of the Kemo Novelty Company, Milwaukee, reports active business on the Wurlitzer-Simplex automatic phonograph. His locations are going strong for music and business is good. Mr. Montrose recently put a new delivery truck into service and he believes in advertising his business from the way he has the side panels lettered.

SAVE 50 to 60%

Send for our complete price list on **Mills War Eagle** slightly used slot machine parts in A-1 mechanical condition.

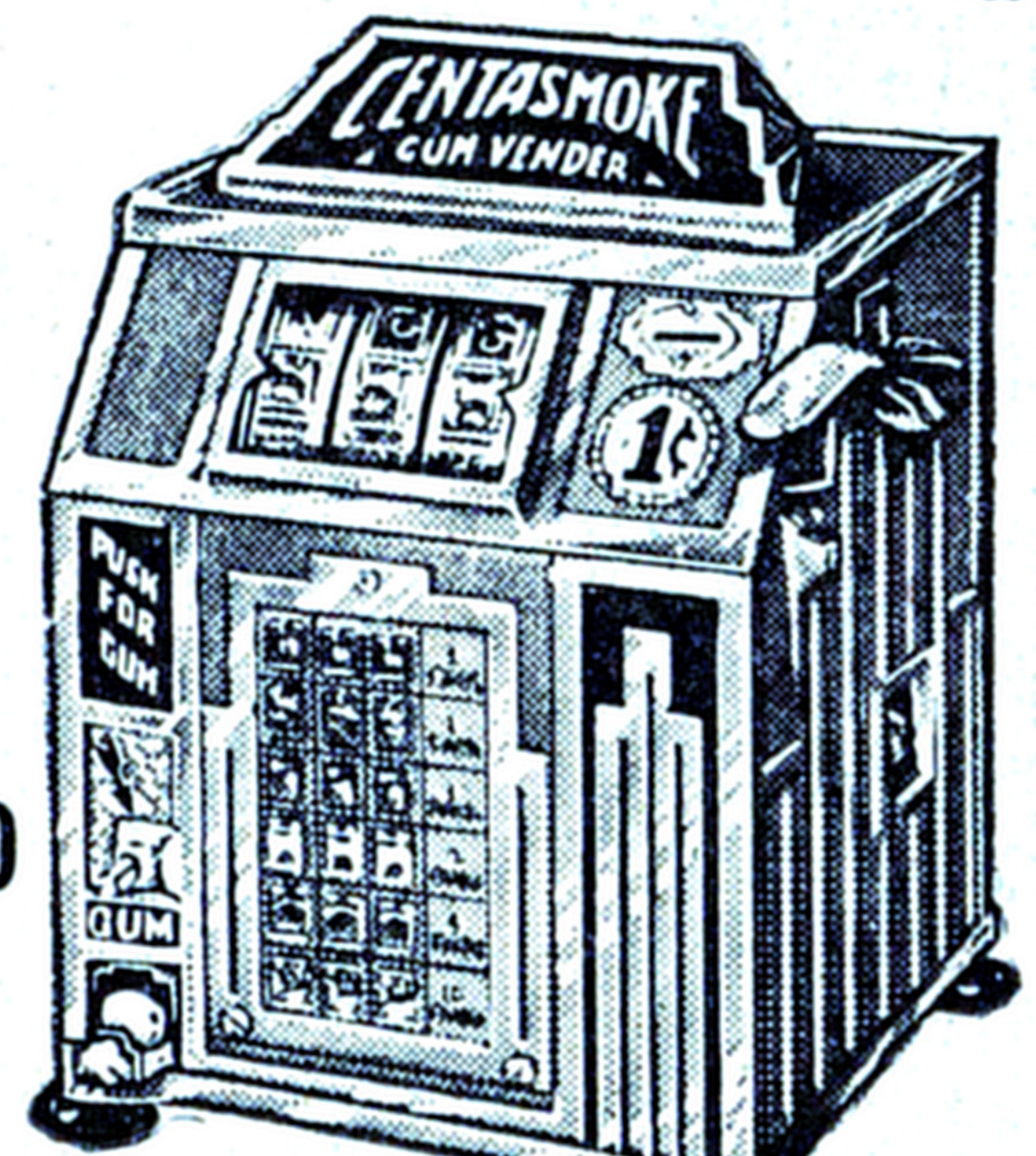
We will buy your late model escalators **(War Eagles, Blue Fronts and Extraordinarys)** in either 5 or 10c play; also late model **1c Q. T.'s**, or we will take these machines in trade on any coin-operated machines you may be interested in. **WE CARRY THEM ALL.**

When writing, give full details such as serial numbers, type of machines and rock-bottom prices.

When in our city pay us a visit.

BAUM NOVELTY COMPANY
2012 Ann Ave., ST. LOUIS, MO.
Grand 7499.

THIS WEEK ONLY!
FREE
1000 BALLS OF GUM
with every
CENT-A-SMOKE



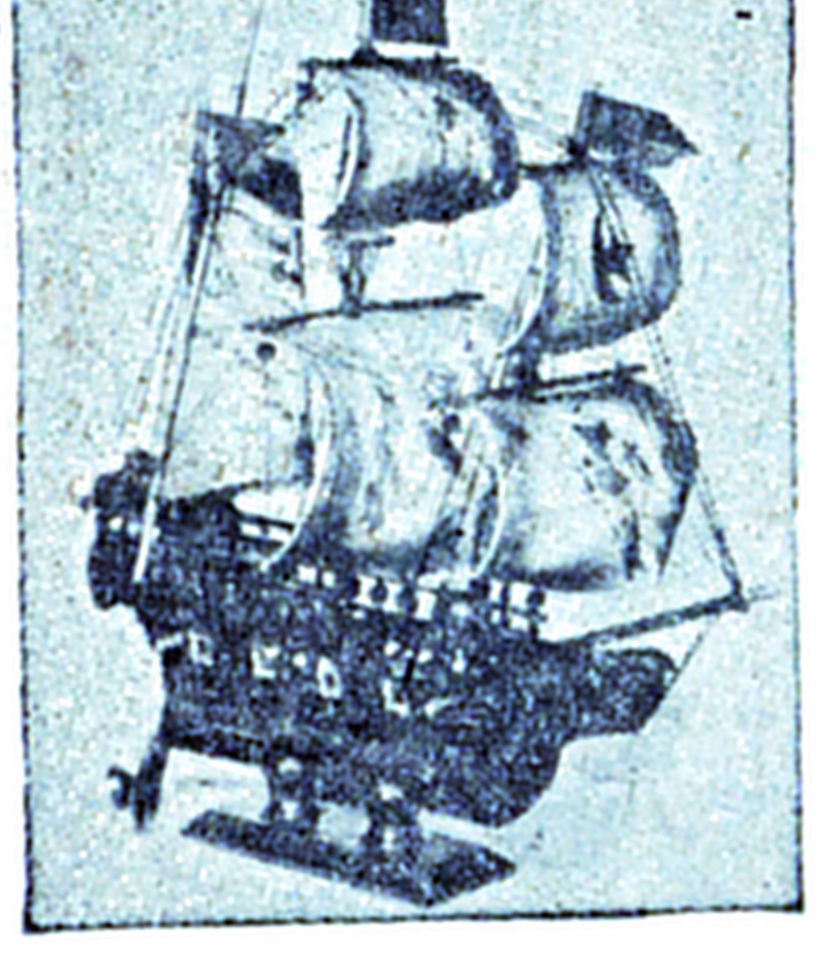
At the Regular Price of $12.50

A most sensational offer—1,000 Balls of Gum FREE with every CENT-A-SMOKE you buy. Your investment returned in a couple of days with this popular cigarette machine. Double Door and Register, $2 Extra.

GERBER & GLASS
914 DIVERSEY BLV'D.
CHICAGO, ILL.

FLASH!!
SALES BOARD OPERATORS
PREMIUM JOBBERS, DISTRIBUTORS

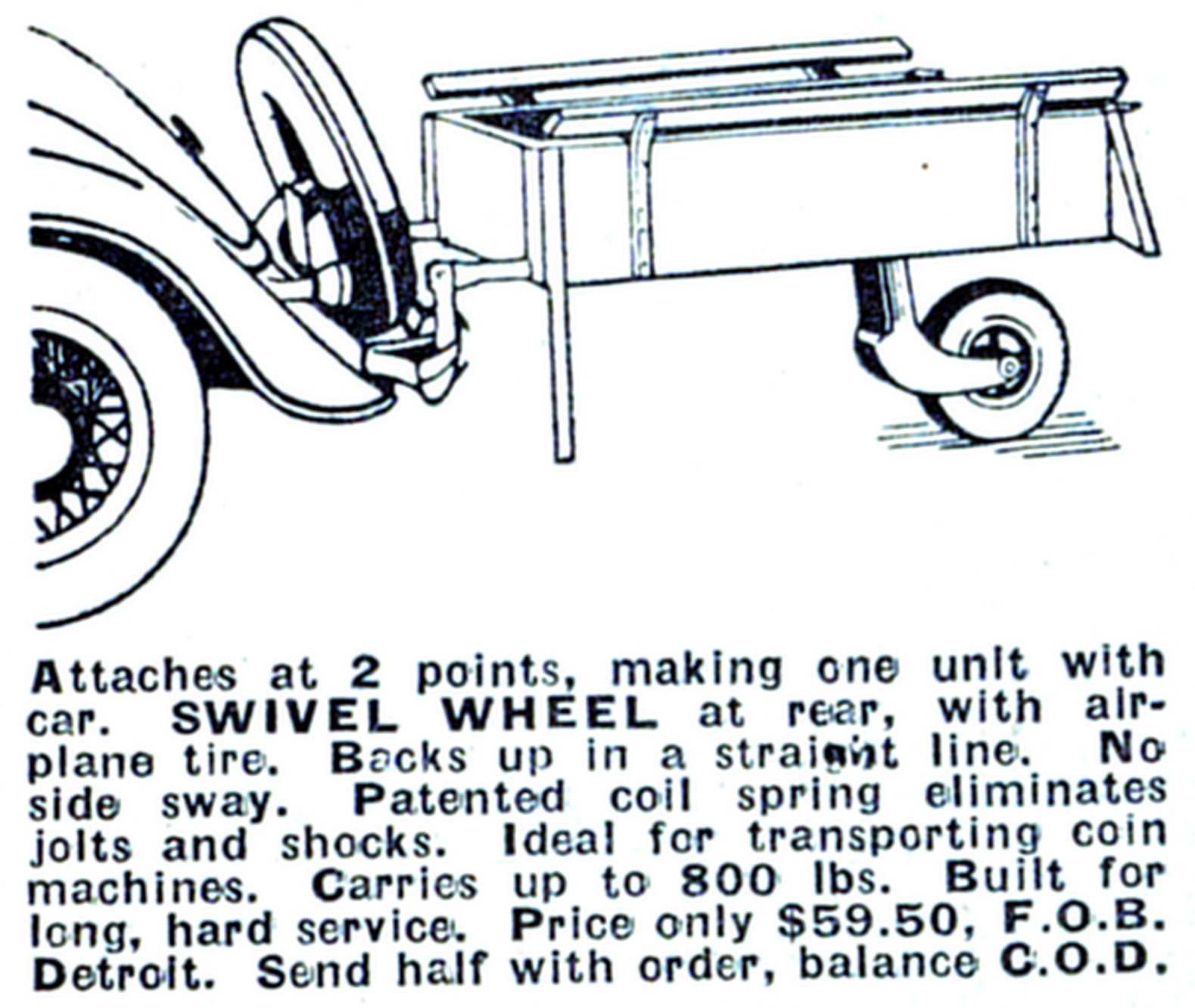
IN ORDERS OF 12 OR OVER WE WILL PAY EXPRESS



GREATEST NOVELTY VALUE AND BEST SELLER

"MAYFLOWER"
Electric Ship Model, Carved of Wood, Real Canvas Sails, Wired With Lights.
Length, 24"—Height, 23".
Exclusive Territory.
FREE A $7.05 Sales Card with Each Boat Ordered. Price $2.00, Complete. Money Refunded if Sample Does Not Meet With Approval.
J. M. GEST MFG. CO.
304 S. 4th Street, Philadelphia, Pa.

New On-A-Wheel Trailer



Attaches at 2 points, making one unit with car. SWIVEL WHEEL at rear, with airplane tire. Backs up in a straight line. No side sway. Patented coil spring eliminates jolts and shocks. Ideal for transporting coin machines. Carries up to 800 lbs. Built for long, hard service. Price only $59.50, F.O.B. Detroit. Send half with order, balance C.O.D.
SCHUBB & COMPANY
1250 Webb Ave., Detroit, Mich.

Tubular Coin Wrappers
Penny, Nickel, Dime, Quarter, Halves. Made of Heavy Kraft Paper. Only 50c per Thousand, in 10 thousand lots, one kind or assorted. Send cash with order, or half cash, balance C. O. D.
SCHUBB & CO.
1250 Webb Avenue, DETROIT, MICH.
Wrappers Printed With Your Name. Prices on Request.

Sockit, Snooker, Races Present New Play Features

CHICAGO, April 4.—"Western Equipment and Supply Company has built new features into its three new one-ball automatic payout tables that are sensational," was the statement of one of the biggest operators in the country after seeing the aforementioned Western games.

Sockit, Western's new one-ball automatic payout baseball table is a radical departure from the regular type of automatic payout game inasmuch as it has no plunger. As the player inserts his coin a steel ball is automatically pitched from the pitcher's box. The player swing a miniature bat by maneuvering a knob designed as a baseball. If the player bats the pitched ball into an award pocket, he is automatically paid out by Western's swift positive payout unit. If the player misses the ball, the ball is continually automatically pitched until he hits it. Singles, doubles, triples and homers pay out awards consistent with the success of the player's hit. Designed with beautiful baseball decorations, Sockit affords the player a generous payout, which after all the smart operator has come to regard as good business. An added player inducement is the brilliantly decorated lite-up backboard. If this board lights up as the coin is inserted the player automatically receives double the regular award, with the exception of the homer pocket. Sockit pays out up to and including $1.50.

Snooker is already doing a great job for the operators. This Western one-ball automatic payout table is a peach for sustained player appeal. A cleverly arranged playing field gives the big one-inch bronze ball a slow action always coming close to a juicy payout and very often falling into a winning pocket. By inserting the coin, the frosted glass lite-up board clearly informs the player that a certain pocket will pay an additional award. For example, after the coin is inserted a section of the lite-up panel will show that for the game about to be played the $1.50 pocket will automatically pay the player $2 or the $1 pocket will pay $1.50, etc. This affords the player an additional opportunity, because as the additional award often will give the player two $2 pockets to shoot for, two $1.50 pockets to shoot for, etc. This changing odds feature is a proven success!

Both Snooker and Sockit are exceptional horses all he does is insert more

Races is Western's one-ball automatic payout version of the Sport of Kings.

Gay in appearance with its beautifully illustrated scenes of the race track, Races offers the same inducements to a player as the real race track. The player inserts his coin, automatically lighting up your horse selection and showing the odds on win, place and show. If the player wants to play additional horses, all he does is insert more coins, each coin lighting up a new horse and also affording him the added opportunity of increasing his winnings by changing to higher odds. Eight horses may be played at the same time, and the player may insert additional coins trying to hit the forty-to-one odds. Races has a mechanism that can be easily regulated for tight or liberal payouts and a multiple coin slot. Races can be ordered with the Stancor Univerter (battery eliminator) or batteries at no extra charge. It is also available with a check separator or in a ticket model at a slight additional charge.

The cabinets of Sockit, Snooker and Races are all big and ultra de luxe in appearance. All of these games have the reliable Western automatic payout unit.

Southport Ops Acquitted

SOUTHPORT, N. C., April 4.—Three men were acquitted of the charge of operating coin machines here in Recorder's Court recently by Judge Peter Ruark.

Judge Ruark ruled that the machine in which the player "placed a nickel and sometimes got it back with interest and often lost it" was not a game of chance but a game of skill.

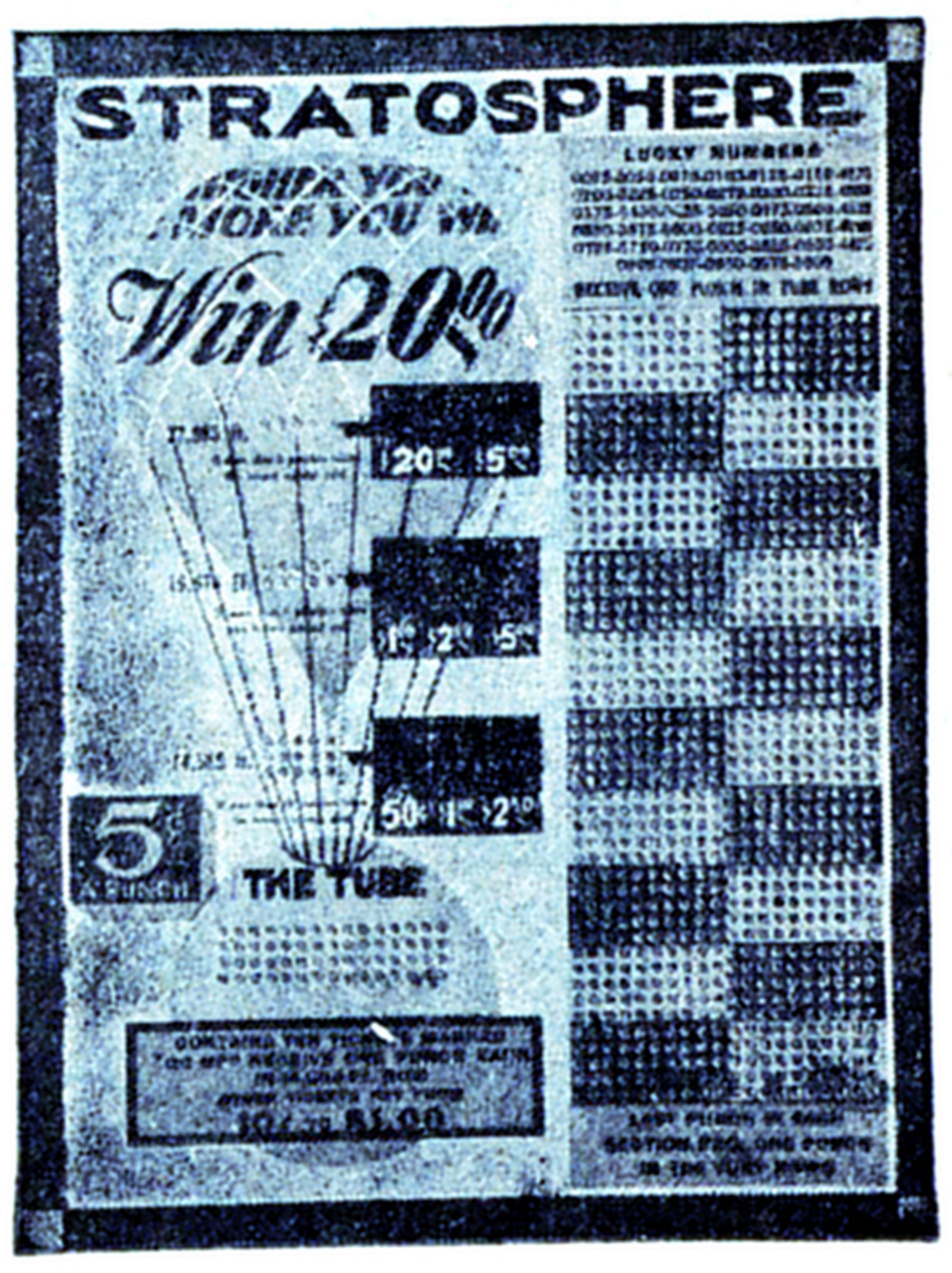
D. A. Hackett in Hospital

DETROIT, April 4.—D. A. Hackett, head of the Hackett Vending Machine Company, is in the hospital and is not expected back to work for about two weeks. Hackett company is preparing to manufacture a new type of selective cigaret vending machine.

● SENSATIONAL MONEY MAKERS
SWING TO GLOBE *for*
BIGGER FASTER PROFITS

Really Low Priced

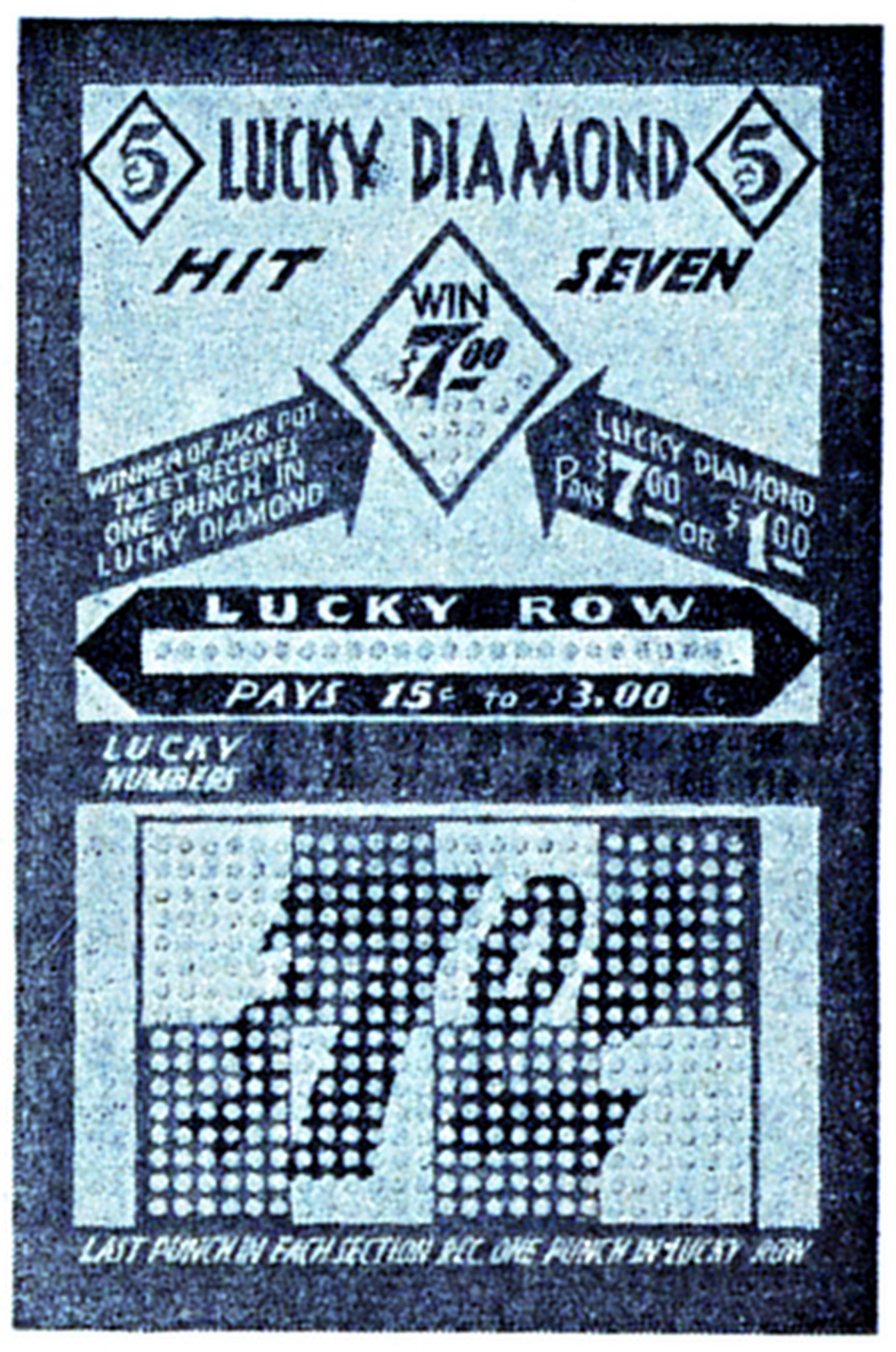
STRATOSPHERE
1000 Holes—Form 347. Thick board—Jumbo tickets—Ten chance step up for higher prizes. Fast play—striking colors.
Takes In $50.00
Average Pay Out 21.70
Average Profit..$28.30
Price: $3.86 plus 10% Federal Tax.



NORMANDIE
600 Holes—Form 349. Thick board—Jumbo tickets—Sail for bigger profits on the Normandie! A winner! Featuring five new steps to a higher winner.
Takes In......$30.00
Average Pay Out 14.40
Average Profit..$15.60
Price: $2.57 plus 10% Federal Tax.

5¢ NORMANDIE 5¢
Win 10.00
LUCKY NUMBERS
$10 WIN $10
Last Punch in Each Section Receives One Punch in Lower Deck Row

LUCKY DIAMOND
400 Holes—Form 328.
Twenty-four winners with two step ups to Lucky Diamond. Four attractive colors.
Takes In $20.00
Average Pay Out........ 8.85
Average Profit $11.15
Price: $1.09 plus 10% Federal Tax.



5¢ PICK 'EM AND WIN $10.00 5¢
LUCKY PONY ROW TICKETS READ WIN-PLACE-SHOW
WIN $10

PICK 'EM AND WIN
600 Holes—Form 323.
This is one way to beat the horses. A triple action—sure-fire money maker. Four striking colors.
Takes In $30.00
Average Pay Out........ 11.40
Average Profit $18.60
Price: $1.65 plus 10% Federal Tax.

GLOBE PRINTING CO.

418 South Wells Street,
CHICAGO, ILL.

1352 N. E. First Avenue,
MIAMI, FLA.

1023-27 Race Street,
PHILADELPHIA, PA.
22 West 23rd Street,
NEW YORK, N. Y.
248 Marietta St., N. W.,
ATLANTA, GA.

3502½ McKinley Street,
TACOMA, WASH.

227 S. Presa Street,
SAN ANTONIO, TEX.

THE BASEBALL SEASON IS HERE AGAIN AND HERE'S THE GREATEST BASEBALL GAME EVER MADE!

Genco's CHAMPS

here's the Play!

Play real baseball on a most realistic table. Captive balls actually run the bases. Singles, doubles, triples, home runs and sacrifice hits advance the players around the diamond. All runs are shown in lights on the beautiful, appealing lite rack. All payouts are permanently recorded inside the machine where the operator can check them. Genco's Champs is, beyond a doubt, one of the most beautiful of all games. Your players want baseball—give 'em the best—give 'em Genco's Champs.

ALL PAYOUTS PERMANENTLY RECORDED ON A REGISTER !

TEN BALL PLAY !

BASE HITS !

SACRIFICE HITS !

TWO BAGGERS !

THREE BAGGERS !

"CAPTIVE" BALLS RUN BASES !

HOME RUNS !

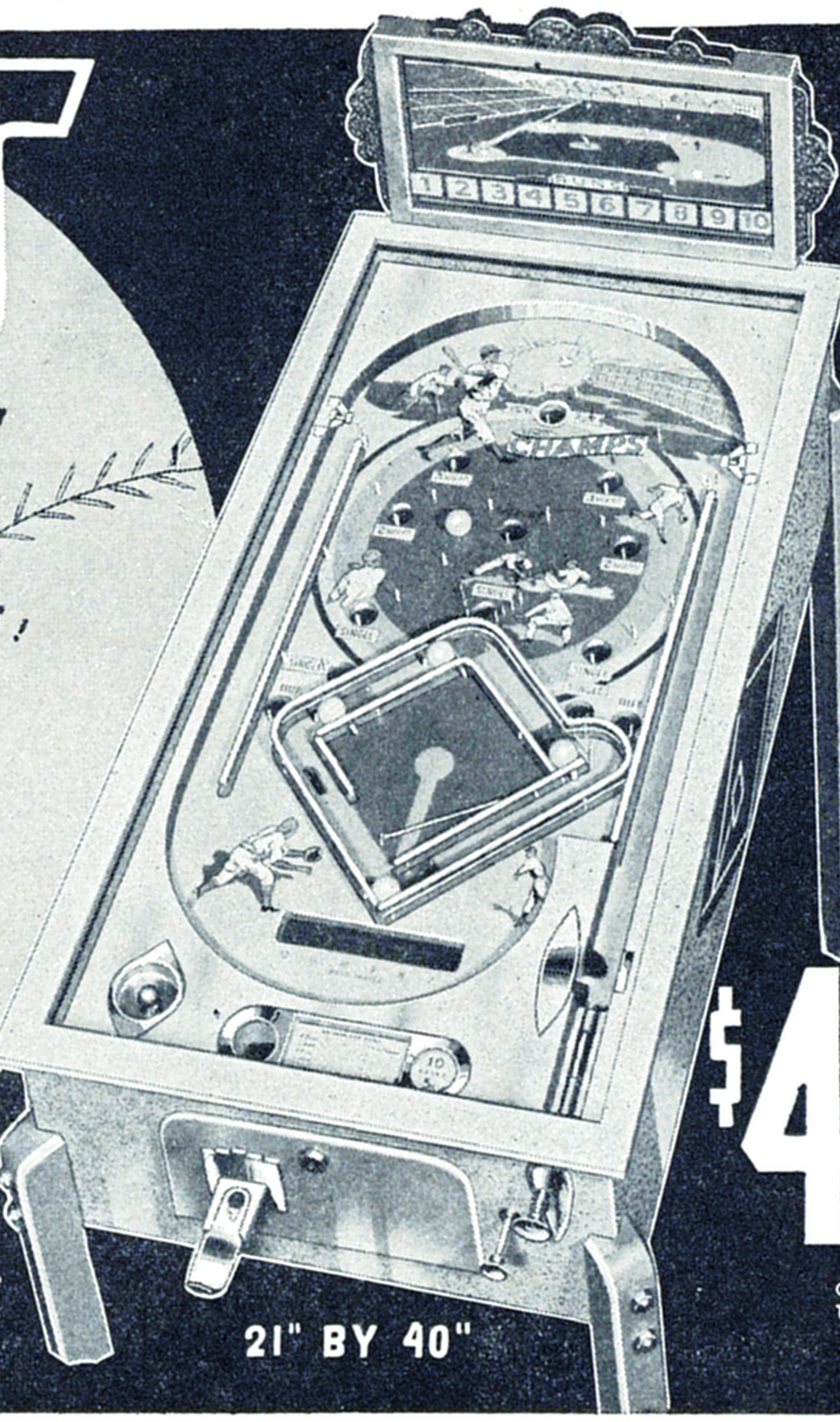
ORDER TODAY—DON'T DELAY !

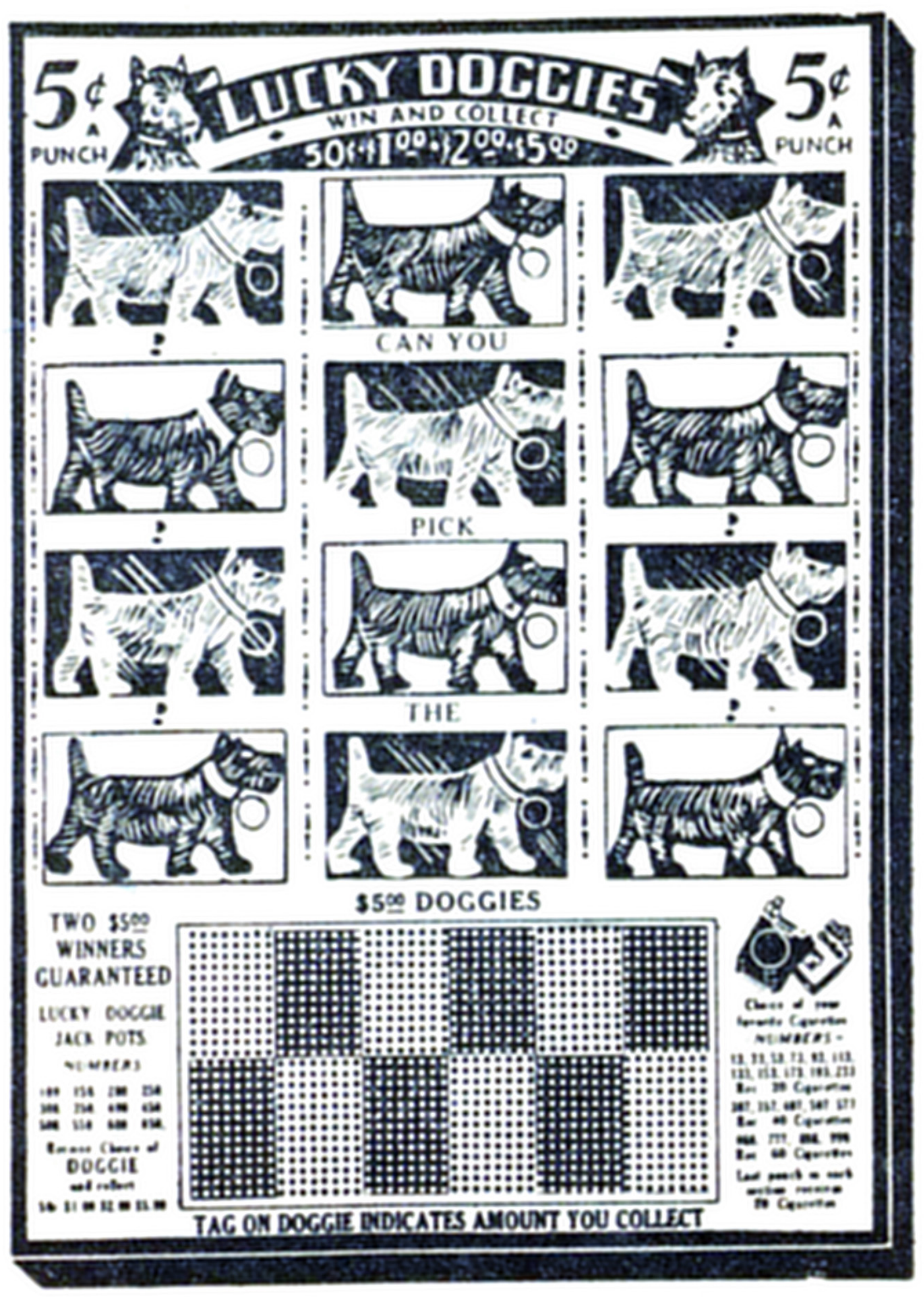
$49.50

F. O. B. CHICAGO TAX PAID

21" BY 40"

GENCO Inc.
2625 N. ASHLAND AVE.
CHICAGO, ILL.





PIN GAME AND SALESBOARD OPERATORS!

HOT DOG!
HOT PROFITS!

Lucky Doggies! What a Deal! The Season's Big Profit Getter — Costs $3.50 — Produces $36.25 Profit.

Size, 11¼x16 in.

There are 12 unbreakable Novelty Puppies sealed behind visible windows. Each puppy has a tag, ranging from 50c to $5.00. Player after hitting a winner has the choice of any puppy—if lucky, he may get the $5.00 one.

Be the first one in your territory to offer this "HOT NUMBER" to your trade—If you are a PIN GAME operator place a board wherever you have a machine and increase your income.

1,200—5c SALES:
TAKE IN . . . $60.00
PAYOUT . . . 23.75
PROFIT $36.25

44 Winners—12 dogs pay out $17.00, as follows: Two $5.00, one $2.00, one $1.00 and eight 50c, plus 45 Packs of Cigarettes.

Terms: Cash with order or deposit of 25% of amount of order and balance C. O. D.

CHARRIS SPECIALTY CO.
179 W. Washington St., Dept. A, CHICAGO, ILL.

ARCUS TICKETS

ARTCO GUARANTEED PRODUCTS

BEST FOR THE LEAST MONEY

WE SPECIALIZE

CIRCUS, CARNIVAL, FAIR, PARK, BASEBALL, AND AMUSEMENT TICKETS OF ALL KINDS

ROLL—RESERVED COUPON—FOLDED TICKETS

348 N. ASHLAND AVE., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Stirling Novelty Company Introduces Its Skill-Ball

NEWARK, N. J., April 4.—Stirling Novelty Company, this city, has just introduced its new game called Skill-Ball. The game takes advantage of the new bowling craze that is sweeping the country. Ben and Dick Steinberg, of the firm, who are well known to the coin-machine industry, say that they have given the game extensive location tests over a long period of time. They have receipts, they say, which show that the game has averaged better than $30 per week net profit since January 10 on an ordinary location.

Both Ben and Dick claim that the Skill-Ball leads any game of its kind in the fact that it is completely electrical in every detail. They take great pride in their new split-second scoring device, as they call it, "due to the fact," they say, "that the score registers the complete total instantly, without just stepping it up until it comes to a rest." The game is approximately 13 feet long by about 6 feet high and 30 inches wide. It has a high score tabulator which shows the highest score previously made on the game. When a player passes this score the tabulator registers his score, thus the highest score always remains as an inducement for the skillful players.

Ben and Dick explain that one of the greatest features of the game is the fact that it is portable. They also say that the game can be assembled on location in less than five minutes. They explain, too, that additional animated boards are already arranged for, wherein such popular games as baseball, football and many others can be used by just sliding in a panel into the front of the game. Also among the optional features is the automatic payout arranged by use of a foot pedal to open the pay-out compartment at the bottom of the game. Sound effects are also installed in the game for those that desire them. One of the attractive features of the game are the varicolored lights which illuminate the playing board itself.

As yet the firm has not made any territorial agreements and the game has been kept more or less a secret until its introduction this week.

New Cig Vender

DETROIT, April 4.—A. C. Wagner, head of the Automatic Distributing Company, is working on a new type of vending machine which will probably be ready for the market within a few months.

REBUILT GAMES
THIS WEEKS
SPECIALS

SATISFACTION OR MONEY REFUNDED!

TROJANS	$39.50
DE LUXE 46	39.50
EXHIBIT'S GIANT	28.50
TRAFFIC A or B	18.50
PROSPECTORS	34.50
A.B.T. AUTODARTS	18.50
MILLS EQUITY	18.50
SPORTSMAN (non-visible)	12.50
ROCKETS	9.50
PEARL HARBOR	23.50

RUSH YOUR ORDERS
1/3 Down, Balance C. O. D.

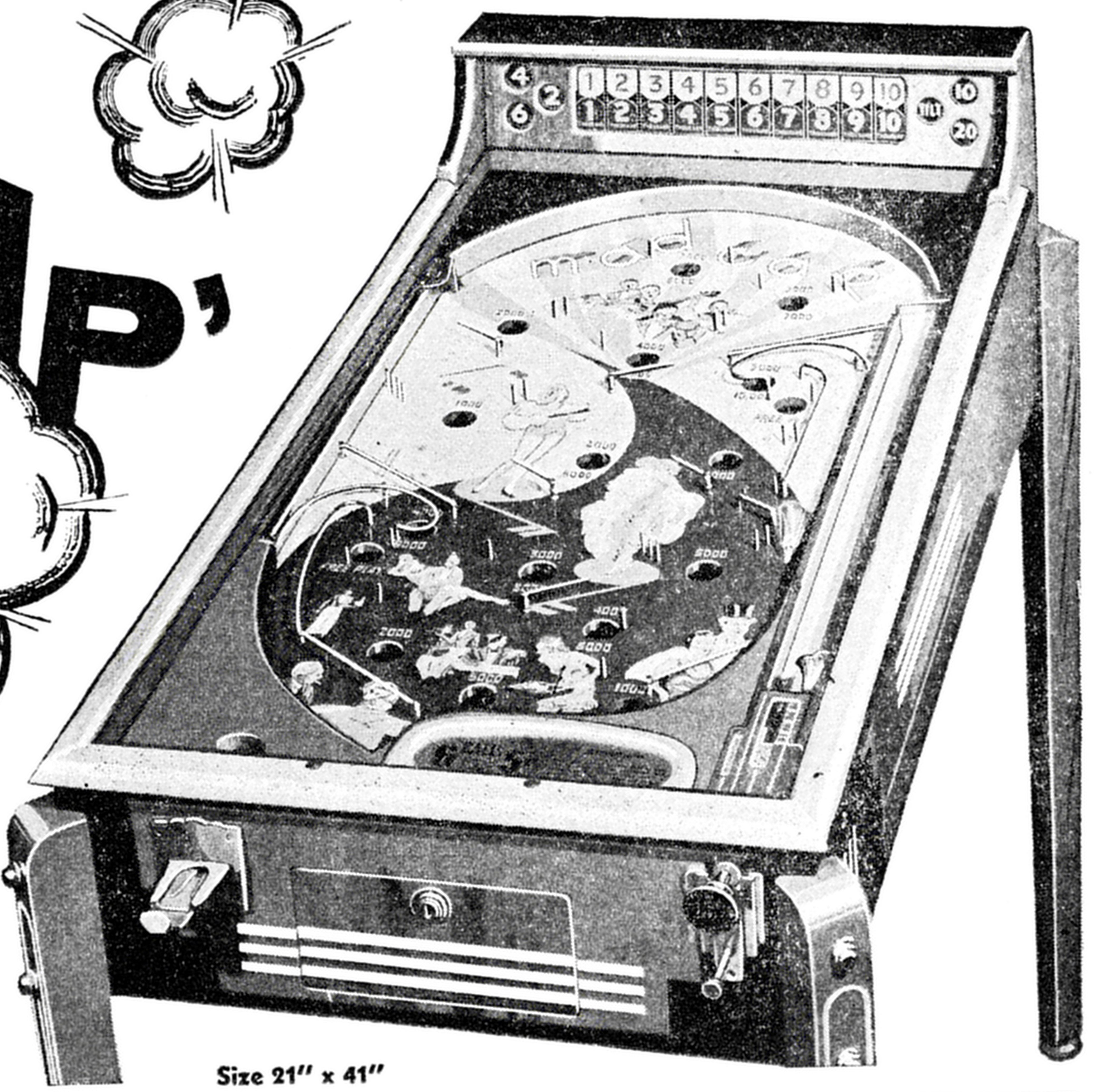
GERBER & GLASS
914 DIVERSEY BLVD. - CHICAGO

'MAD CAP'

STILL CONTINUES TO BE THE GREATEST NON-PAYOFF GAME EVER PRODUCED

CUSTOM BUILT
"The Aristocrat Line"

$47.50



Size 21" x 41"

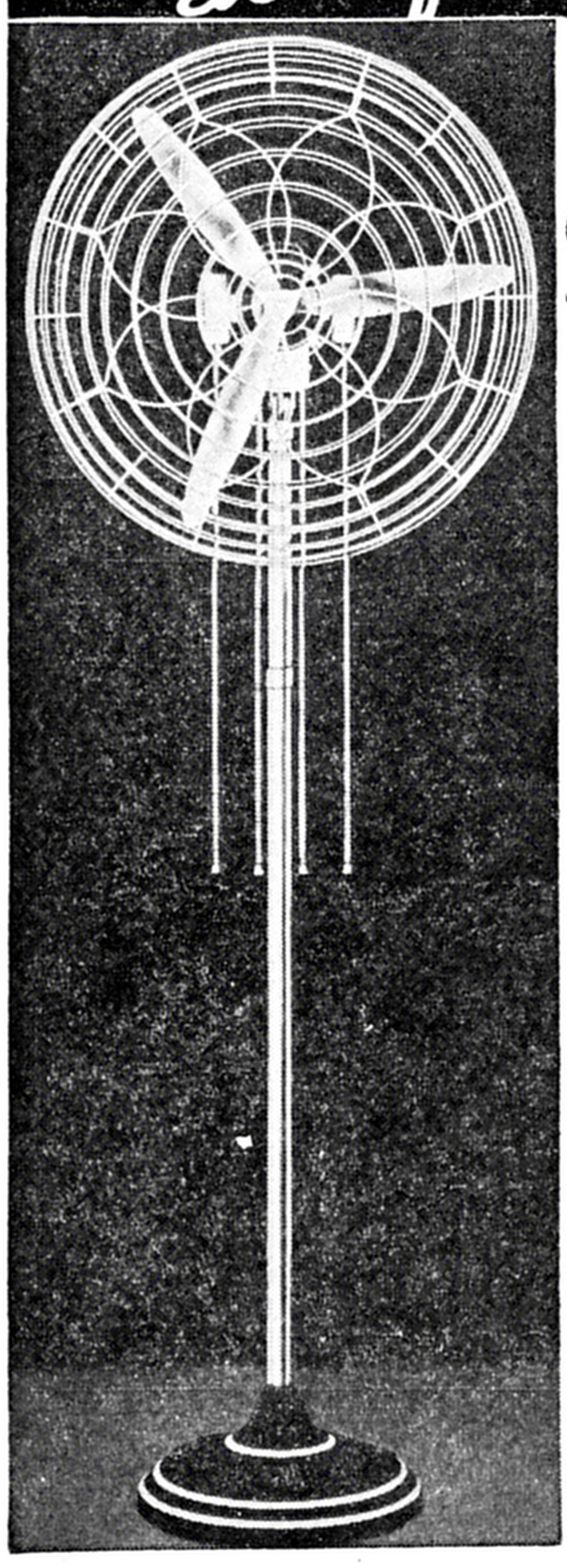
STONER CORPORATION

Aurora, Illinois

Nothing like it ever before!

DISTRIBUTORS-JOBBERS-DEALERS WANTED!

Many Good Territories Still Wide Open



on "FRESH'ND-AIRE"

BRAND NEW INVENTION WITH AIR CONDITIONING

SUMMER COOLING CIRCULATING AND PURIFYING FEATURES!

Here's a ONCE-IN-A-LIFETIME OPPORTUNITY ready to BURST WIDE-OPEN a MILLION-DOLLAR PROFIT FIELD for Alert Distributors—Jobbers—and Operators. It's "FRESH'ND-AIRE"—New Fan-Type Unit with PATENTED AIR CONDITIONING features. The "very thing" Stores—Taverns—Hotels—Institutions—Clubs—in fact, EVERY Business House in YOUR territory is READY to TALK and ACT on right NOW! Others CLEANING UP BIGGEST MONEY ever experienced.

ACT QUICK! The SEASON is HERE!

CASH-IN on your set-up IMMEDIATELY. No better way to place "FRESH'ND-AIRE" than through Jobbers and Operators to Stores and other locations. ACCEPTED on SIGHT wherever shown in HIGH STAND—LOW STAND—or WALL BRACKET Models. REPEAT ORDERS MULTIPLY FAST. Be FIRST in YOUR territory with "FRESH'ND-AIRE"—your BEST Business Opportunity Today!

Here's PROOF on its VALUE and DEMAND!

- "FRESH'ND-AIRE" is as big a "natural" as we've ever heard of. Gross Sales total $10,000.00 in first announcement. We expect to handle 2,000 units this season. E. E. R.—Distributor, Dallas, Tex.
- We value our franchise on "FRESH'ND-AIRE" more than we can tell. Early showing of "FRESH'ND-AIRE" pulls orders as fast as we can book 'em. It's a winner if ever there was one.
  M. M.—Distributor, Cleveland, O.
- Am so well impressed with "FRESH'ND-AIRE" reactions that my order is enclosed for samples in amount of $2,000.00. Confident we'll place 5,000 units in Florida this season.
  A. H. B.—Distributor, Daytona Beach, Fla.

and a FAST MOVING SMALLER SIZE LINE of Gaylord's "AIR-FRESHENER" Quality Fans!

You CAN'T MISS carrying any or all of these New Type AIR-COOLING units. There's a size and price to suit every location. Does not conflict with whatever you're doing now. Get STARTED at once.

WRITE! WIRE! Get Full Details TODAY without Obligation!!!

GAYLORD MANUFACTURING CO.
1227 W. Washington Blvd.
CHICAGO • ILLINOIS • U. S. A.

TEAR OFF-FILL IN-MAIL COUPON NOW!

GAYLORD MANUFACTURING COMPANY.
1227 West Washington Boulevard,
Chicago, Ill. Dept. F

Gentlemen:
Kindly RUSH FULL DETAILS on your "FRESH-'ND-AIRE" Sales Proposition. I am a [ ] Distributor [ ] Jobbed [ ] Operator—of ...., and consider "FRESH'ND-AIRE" an Item that should fit in well with our present line.

NAME ....

ADDRESS ....

WE ARE MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR THE FOLLOWING LEADING MANUFACTURERS:

BALLY MFG. CO.
AMERICAN CHICLE CO.
J. H. KEENEY & CO.
BUCKLEY MFG. CO.
EXHIBIT SUPPLY CO.
MILLS NOVELTY CO.
G. M. LABORATORIES.
CALIF. EXHIBIT MFG. CO.
NORTHWESTERN MFG. CO.
EVER-READY BATTERIES.
SUPERIOR PRODUCTS CO.
RUBE GROSS & CO.

JOBBERS—WRITE US FOR PRICES ON ALL NEW GAMES!

THE LATEST HITS WHICH WE HIGHLY RECOMMEND

PIN GAMES

Big Shot (5-Ball)	$55.00
Ditto	44.50
Mad Cap	47.50
Torpedo	47.50

COUNTER GAMES

Bally Baby	$ 17.50
Punchette	19.75
Clearing House	17.50
Tit-Tat-Toe	17.50
Win-a-Smoke (1c Cigar)	$12.00
Northwestern Model 33 Peanut Vender	5.50
Penny Merchandiser	8.75
Penny-Nickel Merchandiser	10.00
Snacks	31.50

AUTOMATIC PAYOUTS

Harmony Bell	$ 77.50
Reliance (Dice)	119.50
Multiple	142.50
Bally Bonus	$115.00
Electric Eye	250.00
Double Score	115.00
Pamco Palooka	189.50
Big Five, Sr	99.00

SEND FOR 1936 CATALOG OF SUPERIOR SALESBOARDS

ALL FAST SELLERS, AND A COMPLETE STOCK CARRIED ON HAND AT ALL TIMES

CARL TRIPPE'S SENSATIONAL BARGAINS IN GUARANTEED USED MACHINES

AUTOMATIC GAMES

Ace (1 Ball))	$25.00
Baseball (Exhibit 10-Ball)	39.50
Champion	12.50
Daily Limit	70.00
Darby Race Horse	17.50
Do or Don't (1-Ball)	25.00
Golden Harvest (10 Ball)	45.00
Ivory Golf (2 Ball)	32.50
Jumbo (1 Ball)	50.00
Jumbo (Tkt. 1-Ball)	60.00
Match Play (2-Ball)	15.00
Mysterious Eye (Dice)	24.50
Mills Q. T. Pay Table	25.00
Mills Pay Table	11.50
New Yorker (10 Ball)	15.00
Paces Races (New Model)	290.00
Pamco Parlay	60.00
Play Ball (10 Ball)	35.00
Rocket (New Model)	12.00
Rodeo (1 Ball)	32.50
Silver Streak (Counter)	9.00
Sportsman (Jennings Visible)	20.00
Ten Grand	85.00
Traffic (Model A)	18.50

PIN GAMES

Action, Jr.	$ 5.00
Action, Sr.	9.00
Airway	2.50
Angle Lite	5.00
Army & Navy	4.00
Auto Bank	10.00
Auto Count	10.00
Auto Dart (ABT Ti'ket)	15.00
Auto Flash	12.50
Auto Whirl	12.50
Ball Fan	15.00
Barrel Roll	17.50
Beacon	5.00
Beacon, Sr	7.50
Beam Light	6.00
Bean Ball	4.00
Blue Streak	2.50
Cavalcade	6.00
Cannon Fire (Large)	5.00
Cannon Fire (Small)	5.00
Checkers	6.00
Cheer Leader	12.50
Contact, Jr	4.00
Crack Shot	3.50
Crazy Lane	15.00
Criss-Cross, Plain	4.00
Criss Cross Alite	8.00
Dealer	7.00
Drop Kick	5.00
Esquire	5.00
Fifty-Fifty	15.00
Five and Ten	15.00
Forward Pass	3.00
Football (Tkt. Exhibit)	39.50
Frisky	10.00
Genco Baseball	11.00
Gold Coast	2.50
Golden Gate, Jr	3.00
High Hand	17.50
Hi-Lite	17.50
Impact	8.00
Jack Rabbit	3.50
Jig Saw	3.00
Kelly Pool, Sr	7.50
Kings	15.00
Knickerbocker	3.50
Lightning	3.00
Live Power	5.00
Lucky Stars	20.00
Majik Keys, Sr.	4.00
Manhattan	12.50
Marbl-Jax	4.00
Merry-Go-Round	3.50
Match the Dial	17.50
Mills Official	2.00
One-Two-Three	3.00
Par Golf	12.50
Pennant	2.50
Pippin	15.00
Quicksilver	15.00
Radio Station	5.00
Rapid Transit	17.50
Rebound, Sr	9.00
Rebound, Jr	5.00
Rockelite	5.00
Scrimmage	20.00
Sensation	10.00
Skyscraper (Bally)	5.00
Sixty-Six	2.50
Sink or Swim	6.00
Signal, Jr.	4.00
Signal, Sr.	9.00
Spit Fire	12.50
Split Second	5.00
Spot Light	8.00
Star Lite	5.00
Super 8	4.00
Teaser (Counter Pin Game)	15.00
Three-In-Line	6.00
Traffic (Plain)	5.00
Travel	5.00
Tri-A-Lite	11.00
West Bound	2.50
Winner (ABT)	10.00
William Tell	8.00
Zip	5.00

Used Pin Games purchased in Lots of 25 or more—5% discount

COUNTER GAMES

Caille Puritan (1c to 25c)	$ 3.50
Chicago Club House	6.00
Chicago Club House (Coin Divider)	8.00
Churchill Downs	2.50
Electric Shockers (Advance)	3.50
Five Jacks (Fields)	6.00
Five-Hole Gun Target (ABT) 1c	4.00
Four Jacks (Rockola)	6.00
Four Star (Exhibit Dice)	5.00
Game Hunters (ABT) 1c	5.00
Get-A-Pack	5.00
Hold and Draw	12.50
Horseshoes	6.50
Junior Flying Colors	5.00
Kazoo	2.50
King Six (Dice, 1c to 25c)	12.50
Little Duke (New Model)	17.50
Official Sweepstakes (Plain)	4.00
Mill's Puritan Bell	8.50
Mill's Target (1c)	2.50
Number Targets (ABT) 1c	5.00
Puritan (Buckley, 1c to 25c)	8.50
Puritan Venders (1c to 25c)	6.50
Select 'Em Dice	8.00
Sweet Sally (1c to 25c)	4.00
Three Jacks	4.50
Tickette	5.00
Wagon Wheels	10.00
Twins	5.00

MISCELLANEOUS

Capehart Phonograph (Non-Selective) MISCELLANEOUS	$30.00
Electric Piano, Wurlitzer	20.00
Exhibit Phonograph	40.00
Four-Some Nut Machines	5.00
Hot Peanut Machines (5c play)	1.50
Iron Claw (Model G)	49.50
Model "E" Seeburg	95.00
Postage Stamp Vending Machine	10.00
Planetellus	250.00

STATE WHETHER 1c OR 5c SLOTS ARE PREFERRED AND METHOD OF SHIPMENT **TERMS: 1/3 Deposit, Balance C. O. D.**

FOREIGN DISTRIBUTORS—IT WILL PAY YOU TO GET IN TOUCH WITH US

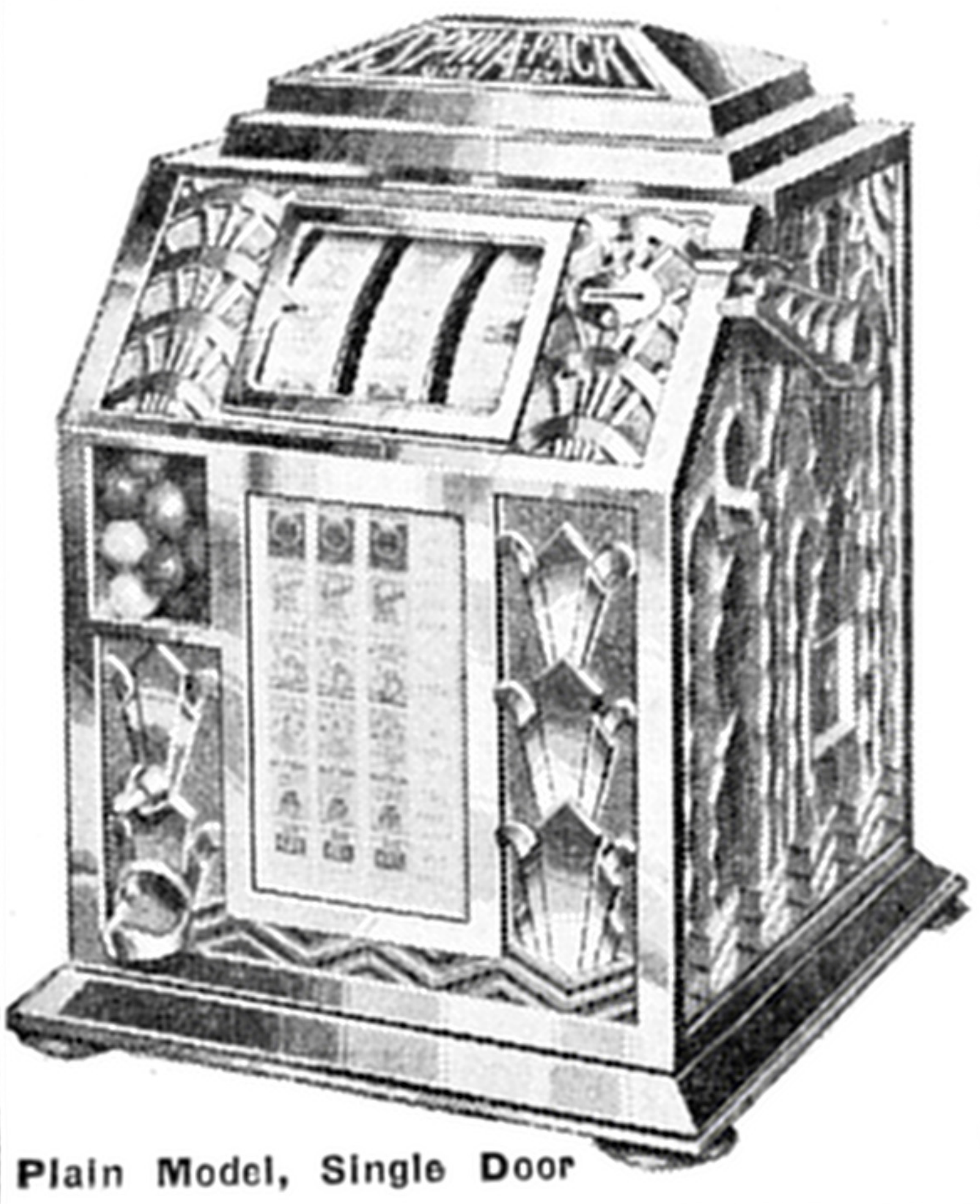
IDEAL NOVELTY COMPANY

1518 MARKET STREET *(Phone: GARFIELD 0072)* ST. LOUIS, MO.

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%.

Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



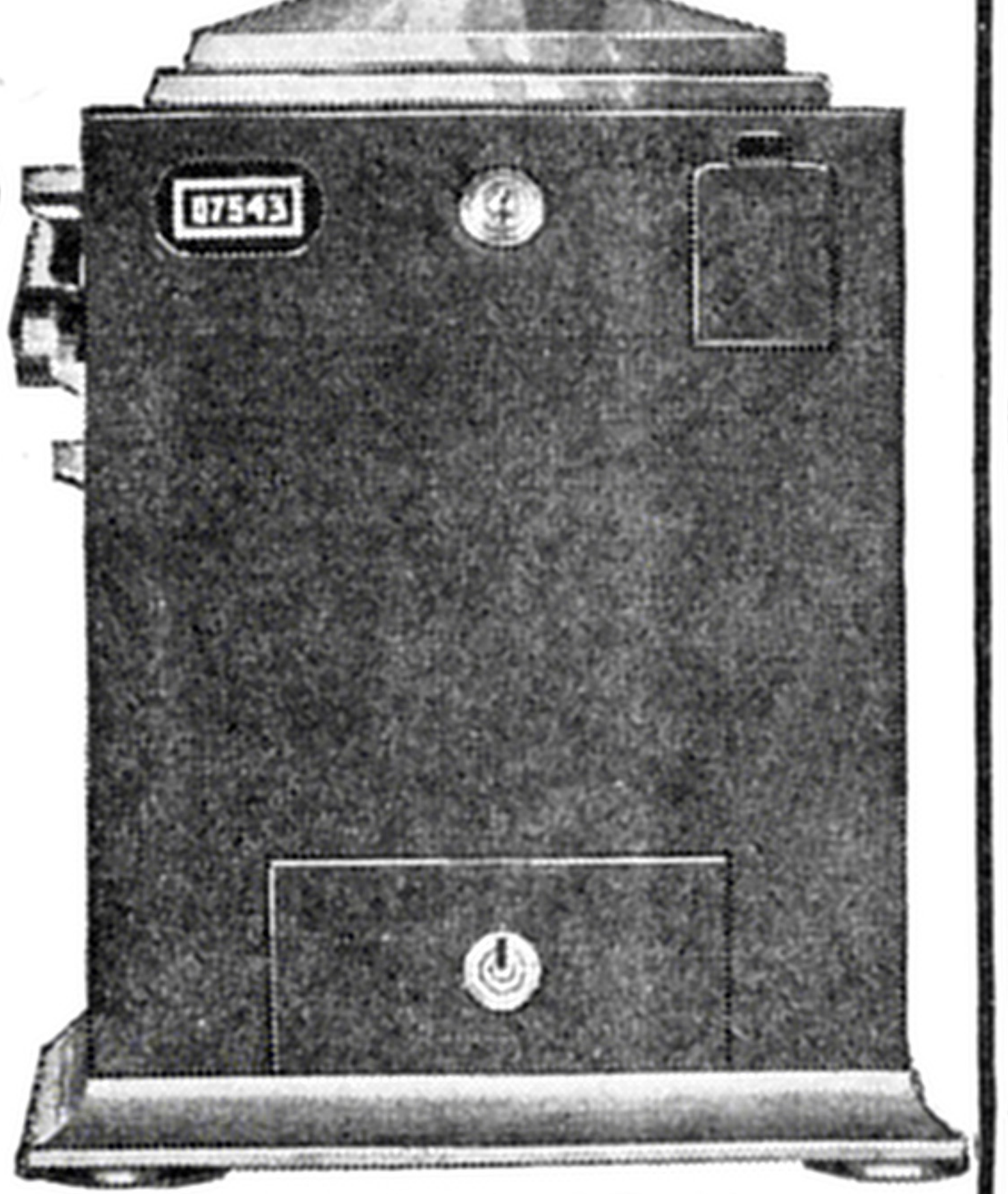
Plain Model, Single Door

Plain Model, **$12.00**

With Register and Double Door, **$1.50 Extra**

BALL GUM 15c a box (100 pieces) CASE LOTS, 100 Boxes, $12.00.

1/3 Deposit With Order.



Double Door and Register

CLEARING HOUSE

WITH GUM VENDER. Three Games in One

(1) CLEARING HOUSE AWARD, with the tantalizing odds of 400 to 1. (2) CIGARETTE AWARD, with maximum odds of 150 to 1. (3) BEER AWARD, with maximum odds of 100 to 1. Average Total Payout 50%.

HOW THEY WILL GO FOR IT!

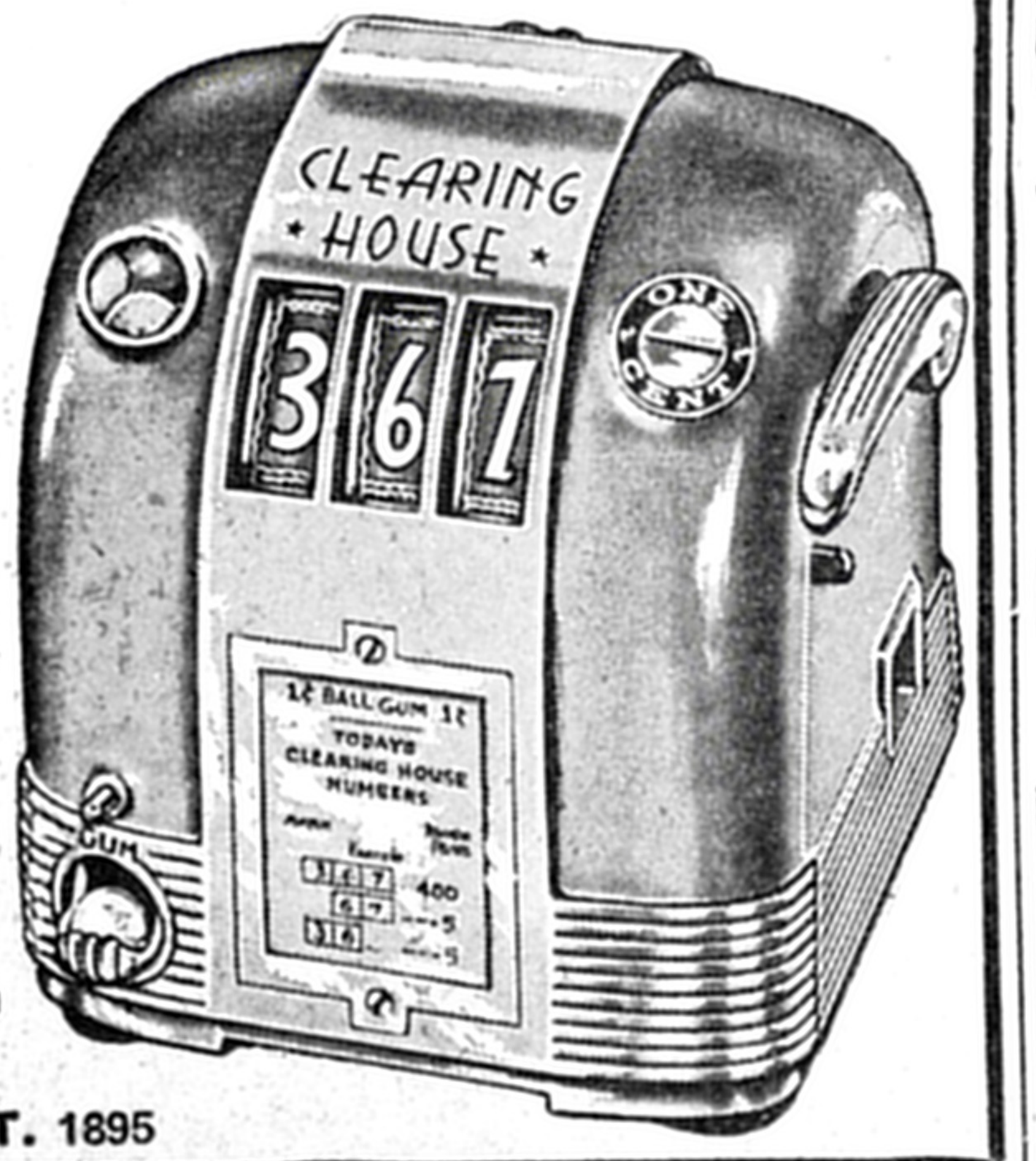
Get busy while it's hot! Be first in your territory to clean up with CLEARING HOUSE!

Order Today!

$17.50 Register and Double Door $2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for $12.

1/3 Deposit, Balance C. O. D.



SICKING MFG. CO., INC.

1922 Freeman Ave., Cincinnati, Ohio
AMERICA'S OLDEST DISTRIBUTORS—EST. 1895

DIRECT IMMEDIATE DELIVERY NEW Mills' HITS FROM Mills' EASTERN DISTRIBUTOR

TYCOON	$149.50
DOUBLE HEADER	115.00
TEN GRAND	98.50

TICKETTES . . . $5.00 ea. LOTS OF FIVE
$6.00 Single
Slightly Used—All With Latest New Mechanisms

1/3 Certified Deposit With Order—Balance Shipped C. O. D.

WIRE—PHONE—WRITE—RUSH YOUR ORDERS!!

UNITED AUTOMATIC SALES CO.

693 BROADWAY (TEL.: GRamercy 7-7072) NEW YORK, N. Y.

BARGAIN SPOT
JUMBO
$48.00

It Will Pay You to Get On Our Mailing List.

AUTOMATIC PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS.

Put 'N' Take (late model)	$15.00
Sportsman	15.00
Rodeo (one ball)	25.00
Stampede	24.50
Electric Baffle-Ball	48.00
Do or Don't	17.50
Gold Rush	15.00
Prospector	35.00
Mammoth	39.50
Gold Award	29.50
Champion	$ 9.00
Giant	32.50
Aces	25.00

NEW HOP SCOTCH $37.00

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

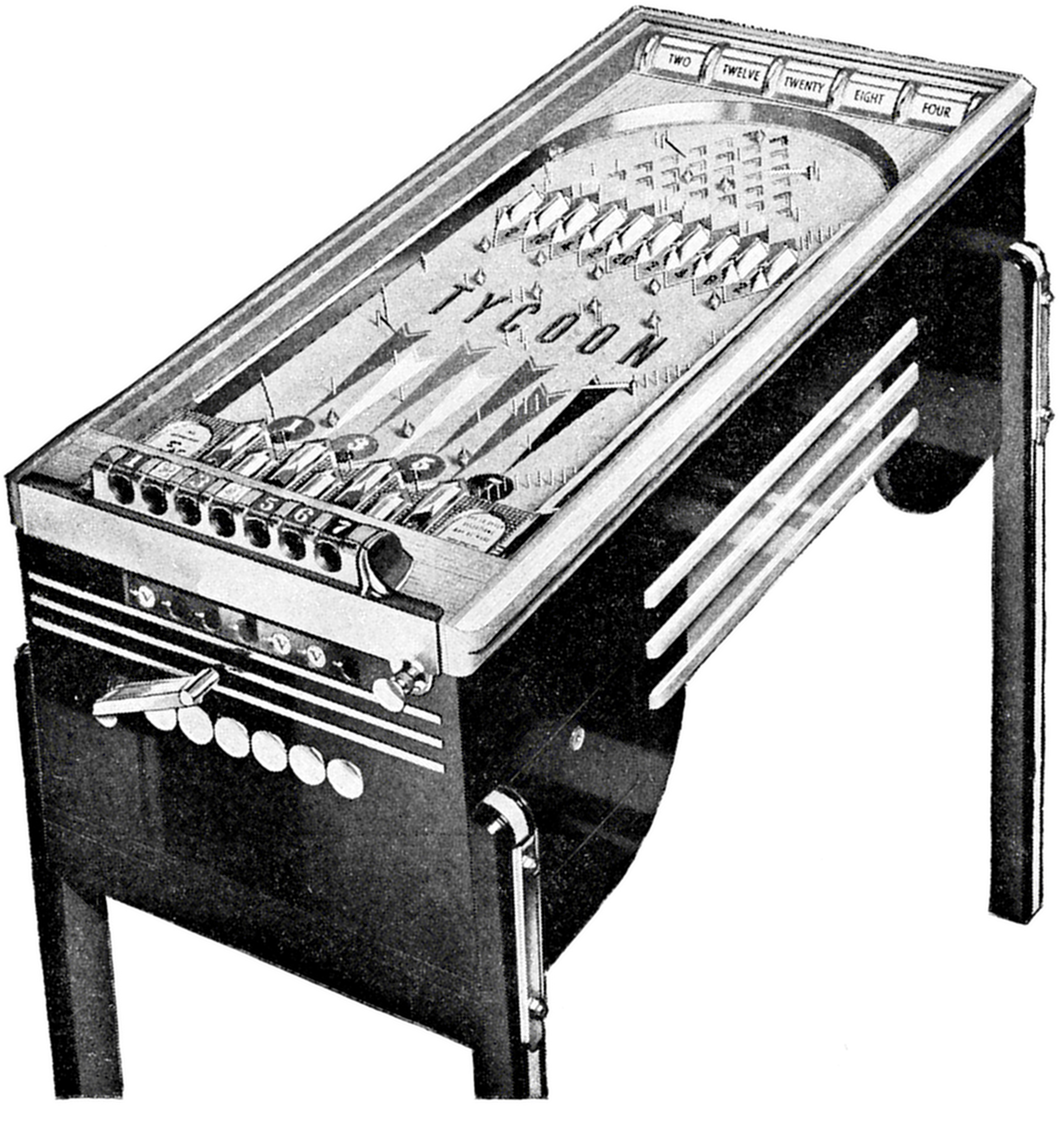
NATIONAL COIN MACHINE EXCHANGE,

1407 Diversey Blvd.
CHICAGO, ILL.

Advertise in The Billboard—You'll Be Satisfied With Results.

Mills Tycoon

ONE SHOT, 7 PLAY, AUTOMATIC PAYOUT



PRICE **$149.50**

All leading jobbers carry Tycoon in their display rooms

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Illinois

IMMEDIATE DELIVERY!

Seven can play it at once! Its maximum intake is 35c per play, 2 plays (70c) per minute, $42.00 per hour. This is the theoretical maximum. There have been instances where Tycoon has taken in ALMOST this much in a single hour.

Finger Push Coin Bar drops all coins at one time! No re-shuffling of board necessary.

Selector Lights controlled by slot in which player puts coin.

Odds Lights controlled by channel through which player shoots ball.

Check Separator is a part of every machine. On cash machines, separators and mounting screws are supplied free of charge. State whether you want your machine set for cash or check play.

Payout Drawer invisible; easily accessible.

Champagne colored felt acts as dust seal.

Anti-Clogging Coin Chute holds the second coin up till first coin is played.

Positive Automatic Ball Lift.

Striking Color Display in coin chute casting. Last 7 coins played are visible.

Positive Coin Slide fills tube immediately, prevents draining.

Solid Birch—Hand-Rubbed Satin Finish Cabinet.

Hard Maple—Unbreakable Legs.

Clear White Birch Playing Panel.

Cabinet Design—Dignified streamline. Colors: Black, green, natural birch and maple.

Pins—Tempered music wire pins; not common nails as found on other tables. Also music wire spiral springs and tempered clock whip springs.

Polished Aluminum channel walls, odds light window frame, and selector lights.

Machine easily set up in 6 minutes!

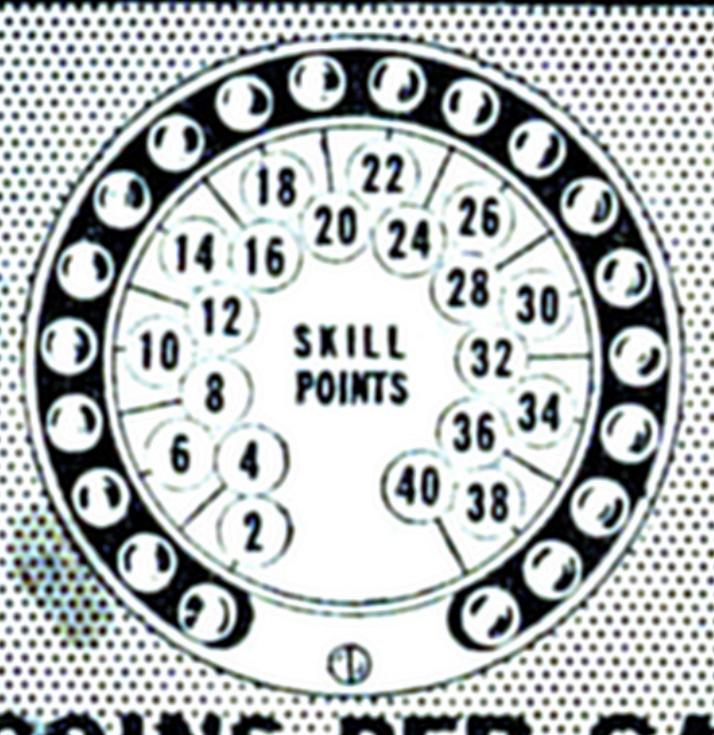
Easily Transported! Tycoon can be carried in passenger cars; trucks not needed.

A. C. PACK	$5.00 EXTRA
D. C. PACK	7.50 EXTRA

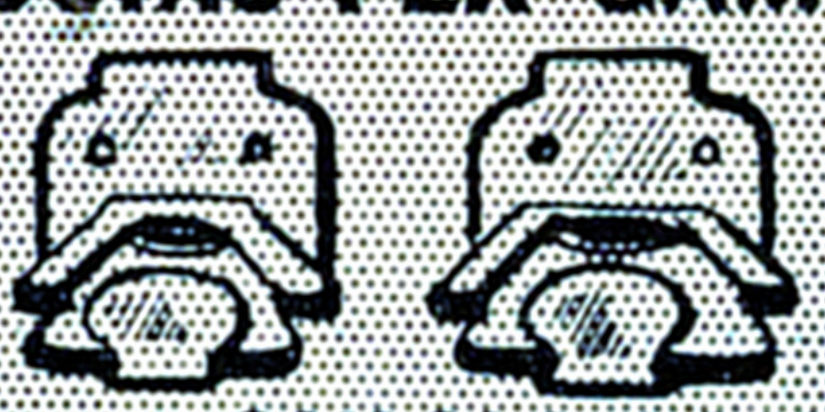
All Pack equipped machines supplied with 25 feet of extension cord with male and female plug. Non-cheatable electro-lock. An electric current cost of 1c per day should cover a 10-hour play per day! Plug doesn't have to be pulled out at night. The modern way to operate!

BIG RICHARD

NO GREATER GAMES WERE EVER BUILT



20 COINS PER GAME



ONLY 2 COIN CHUTES

20 MILES a minute—is faster than ONE MILE in the same time.

That's the speed of

EXHIBIT'S

"BIG RICHARD"

Yes, Sir—20 coins per game—and 60 seconds of the most intensifying thrills is the remarkable performance—of this "greatest" of all pin tables.

TIME is MONEY. Don't lose either. Get all facts about "BIG RICHARD" at once from your Jobber.

● ● ● ● ●

No player can resist the fascination of a "slot". That's why—players can't resist—

EXHIBIT'S

"ELECTRIC EYE"

PISTOL TARGET MACHINE

MILLIONS of PLAYERS are waiting for this marvelous scientific "LIGHT BEAM"—shooter. Every location wants it to attract crowds.

COVER YOUR SPOTS-QUICK

Buy on special term payments if you wish. Get all information —right now at your Jobber.

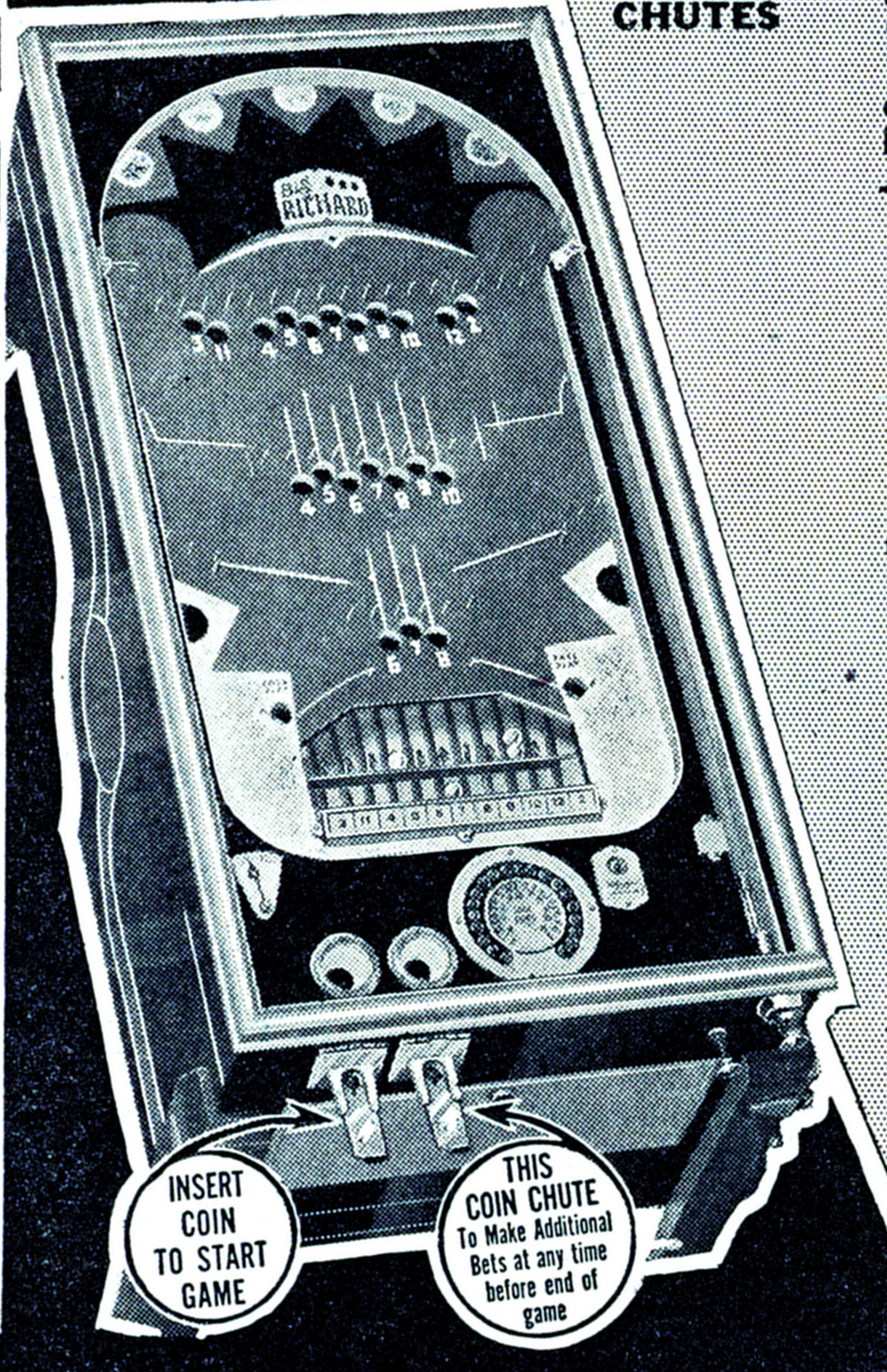
IN NEW YORK, SEE
MODERN VENDING CO.

SOUTHWEST DISTRIBUTOR
ELECTRIC BALL CO.
DALLAS, TEXAS

2 10 4

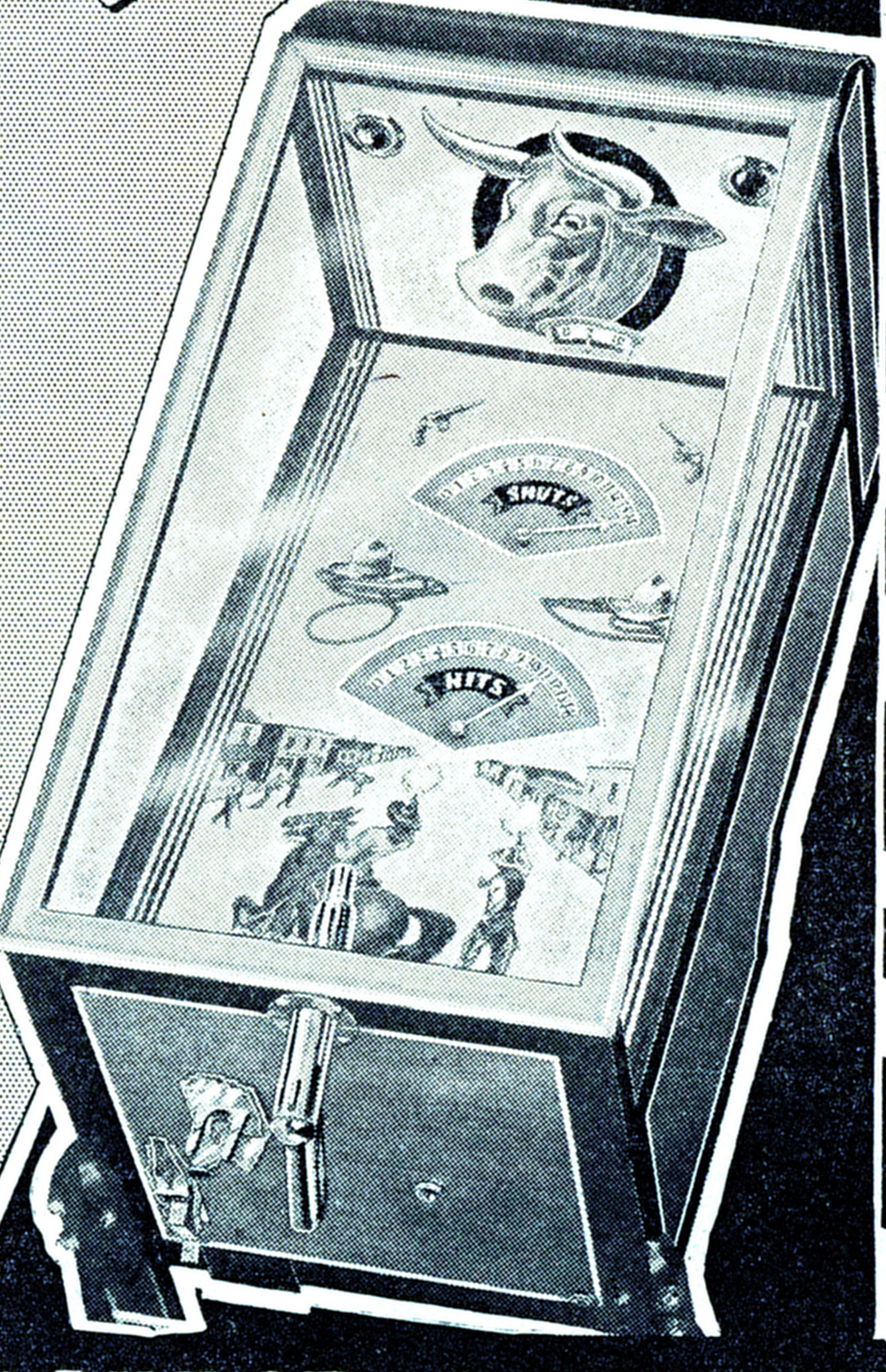
CHANGING ODDS

JACK POTS



INSERT COIN TO START GAME

THIS COIN CHUTE To Make Additional Bets at any time before end of game



ELECTRIC EYE

EXHIBIT SUPPLY CO. • 4222-30 W. LAKE ST. • CHICAGO

KENTUCKY AMUSEMENT CO., Inc.
226 West Walnut St. - - Louisville, Ky.

DISTRIBUTORS FOR KENTUCKY OF ELECTRIC EYE, BIG RICHARD, PAMCO-PALOOKA, PINCH HITTER, SOCKET, PEERLESS, BONUS, MONOPOLEE, BIG SHOT, AND ALL LEADING MAKFS OF AUTOMATIC GAMES.

Also Newest Novelty Games, Including the Sensational 5-Ball Big-Shot. Inserts for Same in Stock. Excellent Lot Used One-Shot Games, Including Pamco Parlay, Bally Derby, Big Shot and Many Others.

SPECIAL SALE Used Traveling Cranes, Electric Hoists, Iron Claws.

Hundreds Good Used NOVELTY PIN GAMES, Such as Bowl Type 3-Slot Lite-a-Lines, $25.00; Skill Board, 3-Slot Lite-a-Lines, $15.00; Times Square, $15.00; Quick Silver, $10.00, ond a Big Assortment good Games at $5.00. Mills, Jennings, Watling and Pace Bells and Venders.

Complete Stock of Parts for Pin Tables, Including Plungers, Coin Chutes, 1c and 5c, etc. Equip your Old Games with New Plungers and Chutes, and note the increased play. All mail orders carefully filled upon receipt of one-third deposit.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, P/

The **GEM** *It's a Jewel for Profit Making*

A REAL BUY AT
$12.95
F. O. B. Chicago

The GEM of all Penny Play Cigarette Machines and a Jewel in class and design. Silent operation—built for life-time service—7-day refund offer.

BUY GEMS—
Make Steady Year 'Round Profits

GARDEN CITY NOVELTY MFG. CO.
4331 RAVENSWOOD AVE. CHICAGO, ILL.

Fitzgibbons House Organ Draws Plenty of Attention

NEW YORK, April 4.—New issue of *The Bally Coin Chute,* monthly house organ published by Fitzgibbons Distributors, Inc., this city, has gained a tremendous amount of attention from operators in this section.

Letters were sent by the firm announcing that the April edition would be the Silver Anniversary number and asking the operators whether they cared to receive it and also whether they had enjoyed former editions.

The response was almost 100 per cent in the affirmative, Mr. Fitzgibbons reports, and some of the letters of praise which this house organ received were the most enjoyable reading he has ever had, he said.

Mr. Fitzgibbons believes that the change of policy which has been effected in the publication of *The Bally Coin Chute* is what brought about this great interest.

The firm now publishes the magazine chock-full of pictures and it is based on "news of the month in pictures." The idea is said to have instantly captured the attention of the operators and jobbers to whom it is sent and instantly won their acclaim.

It is mailed free by the firm to Eastern operators only, in the territory where it distributes the games of Bally Manufacturing Company, for which it is Eastern factory representative.

Really a Bonus to Them

CHICAGO, April 4.—Bally Manufacturing Company's Bally Bonus one-shot game is a bonus in every sense of the word to the Union Novelty Company of St. Louis. This operating firm won a Bally Bonus at the recent Ideal Novelty Company grand opening. Carl Trippe, of Ideal, claims that winning a Bally Bonus is just like having somebody agree to give you $10 or $15 a day for the next six months.

ODDS
DAILY RACES

$125

GOING OVER BIG!

DAILY RACES

The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.

Ohio Distributors

SICKING, GERBER & GLASS CO.

4606 E. Prospect Ave., Cleveland, O.

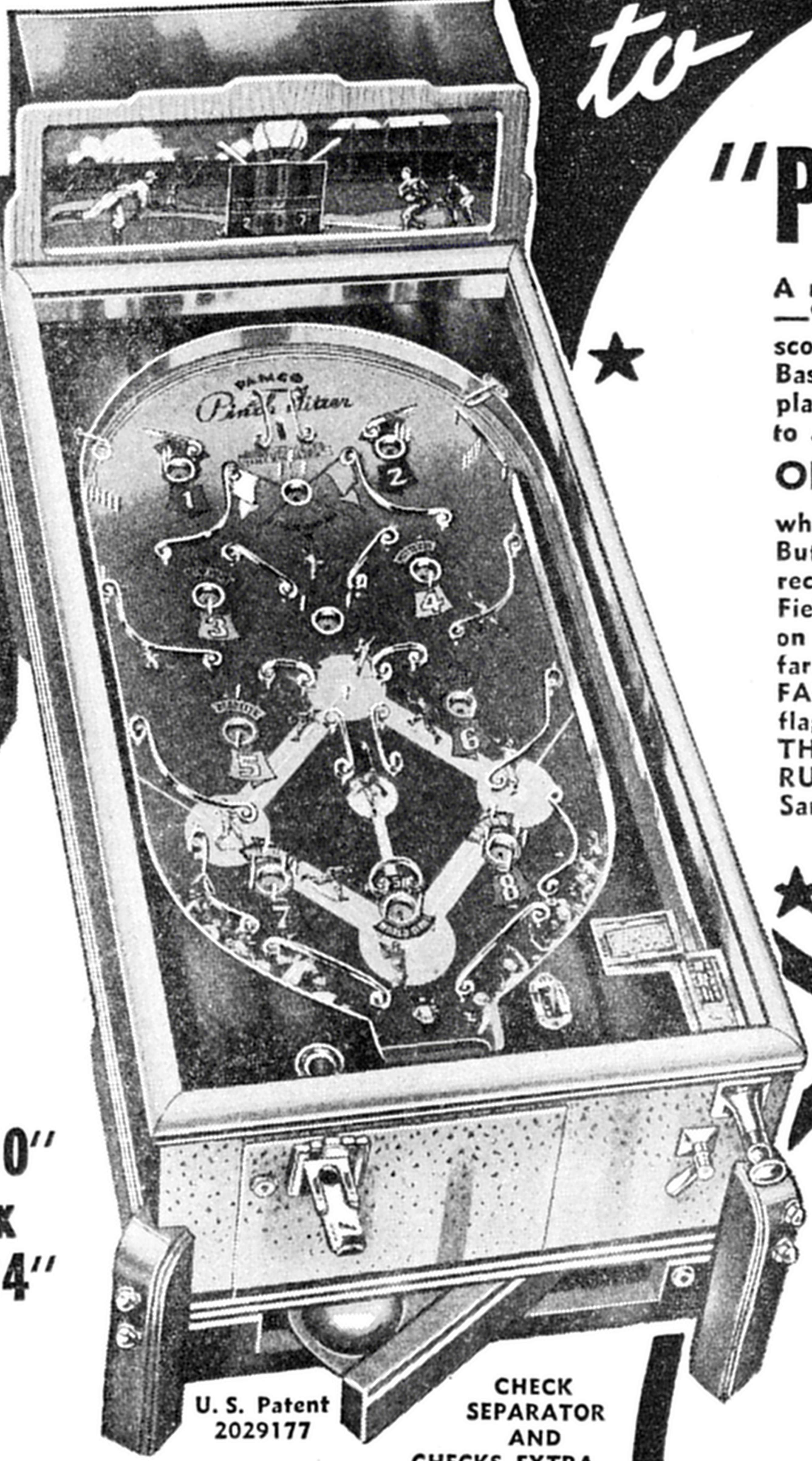
Again! It's PAMCO *Announcing*

PINCH HITTER

to

OPERATORS *and* JOBBERS

Brand **NEW 1** *or* **5 BALL** *Payout Table!*



"PINCH HITTER"

A radically **DIFFERENT** 1 or 5-Ball Payout Table—"PINCH HITTER" depicts a baseball game—score "1" to "0" in favor of visiting team. Bases Loaded in 9th inning—two men gone—as player steps up to "bat" to "pinch hit" his way to a payout.

ODDS CHANGE AUTOMATICALLY

when coin is inserted. Range from 10c to $1.50. But player can CHANGE his ODDS again by directing a shot through SKILL LANE at Top of Field. Then ODDS may CHANGE once MORE on same coin through another LUCK LANE farther down. Utterly DIFFERENT and MORE FASCINATING BALL ANIMATION—only two flags—few pin—NO KICKERS. Just EVERYTHING in "PINCH HITTER" for HEAVY LONG RUN MONEY. Order your GUARANTEED Sample for IMMEDIATE DELIVERY at

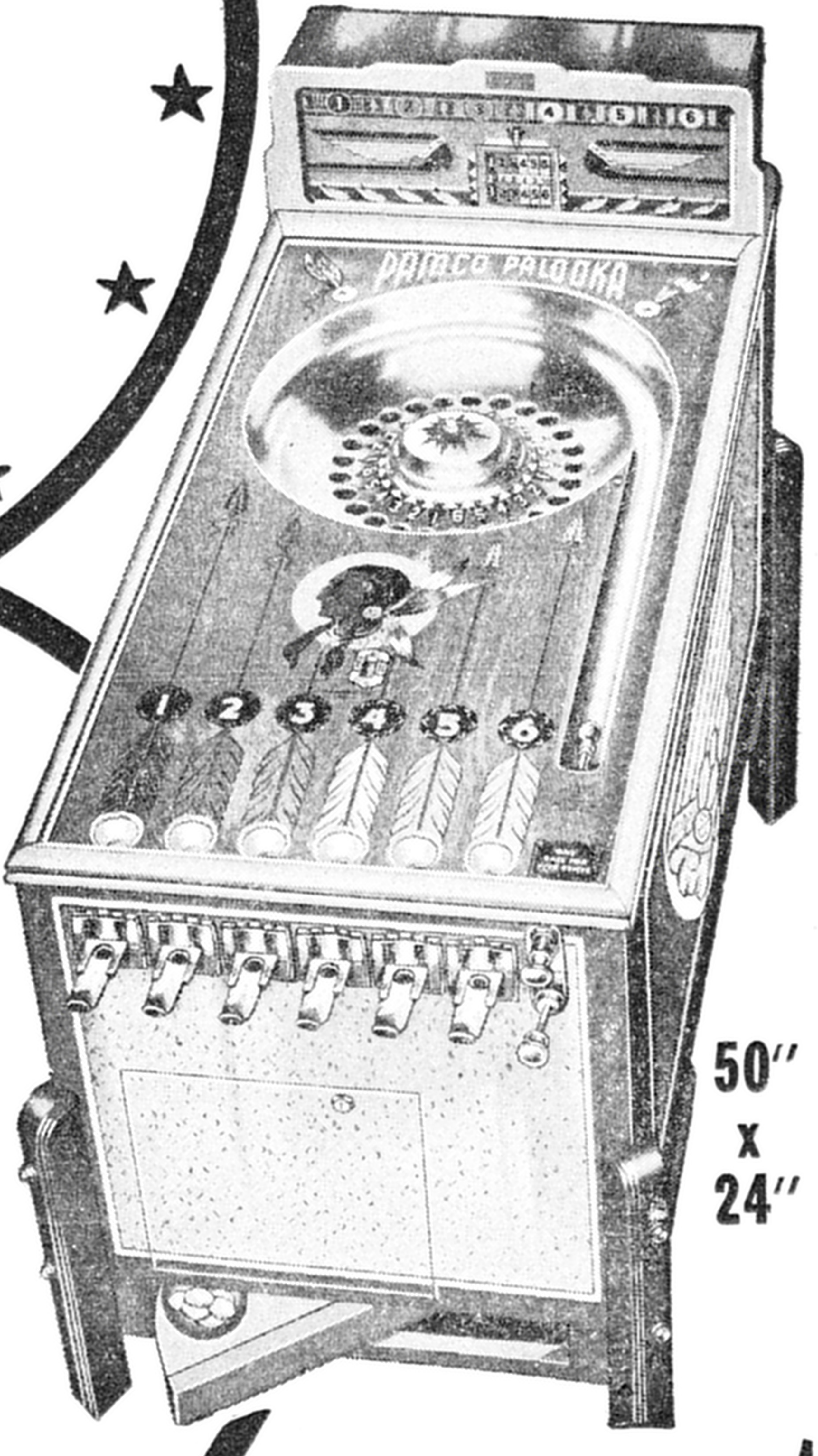
$119

50″ x 24″

U. S. Patent 2029177

CHECK SEPARATOR AND CHECKS EXTRA

ELECTROPAK EQUIPPED AT $5 ADDITIONAL



PAMCO PALOOKA

Here's the Big-Time Operators' Payout Table within easy reach of EVERY coin man's purse. FACTS on "PAMCO PALOOKA" EARNINGS tell the story. BOWL-TYPE scoring—AUTOMATIC CHANGING ODDS—and SIX coin chutes POSITIVELY produce SIX TIMES the MONEY you'd get from a HALF-DOZEN BELL or Payout Machines. Get into BIG-TIME MONEY with "PAMCO PALOOKA"!!! Priced at

$ $ $ $

$189.50

50″ x 24″

CHECK SEPARATOR AND CHECKS EXTRA

ELECTROPAK STANDARRD EQUIPMENT-NO EXTRA COST

U. S. PATENT 2029177

ORDER PAMCO RED SAILS

an OUTSTANDING machine by far—"RED SAILS" is STEADILY INCREASING in DEMAND Operators call this 1 or 5-Ball Payout Table MOST HANDSOME THING ON FOUR LEGS and a SMART INVESTMENT in QUICK CASH RETURN at

$119

Multiply Your Earnings--Discard the "Old"--Take on the NEW...

SEE YOUR JOBBER QUICK-WRITE-WIRE FOR SPEEDY DELIVERIES!

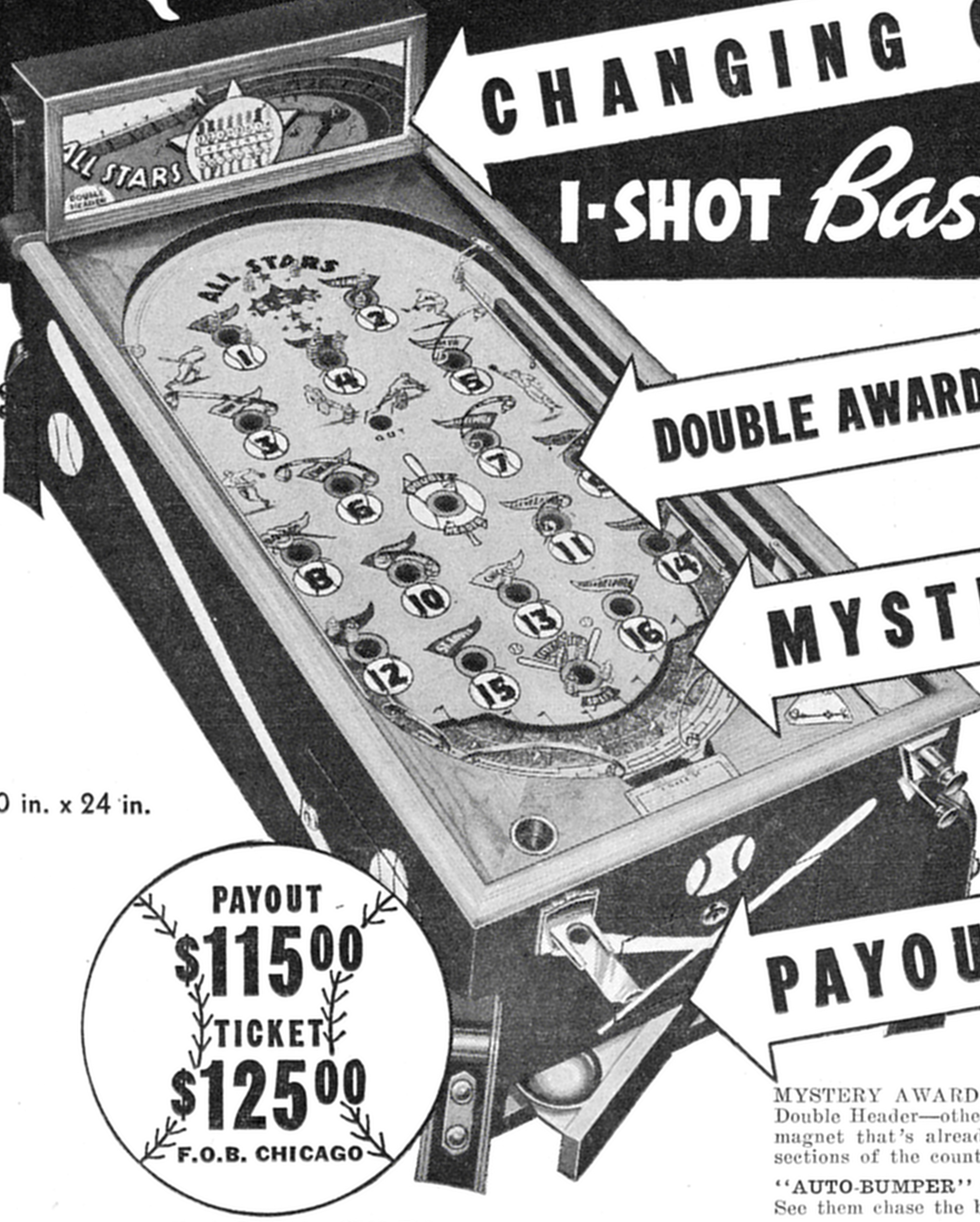
PACIFIC AMUSEMENT MANUFACTURING. CO.

4223 W. Lake St.
Chicago, Illinois

1320 S. Hope Street,
Los Angeles, Calif.

ANOTHER BALLY 1-SHOT HIT

ALL-STARS



CHANGING ODDS

1-SHOT *Baseball* GAME

DOUBLE AWARDS and FREE PLAY

MYSTERY AWARDS

PAYOUT or TICKET

50 in. x 24 in.

PAYOUT
$115.00
TICKET
$125.00
F.O.B. CHICAGO

Check Separator $5.00 Extra.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

CHANGING ODDS! The strongest REPEAT PLAY device ever invented! PROVEN by thousands of machines on location from two to five months—and still going strong! **ODDS** on **ALL POCKETS** automatically **CHANGE** every time a coin is deposited—and players can't resist playing again and again, as they never know when the EASIEST HOLE ON THE BOARD WILL PAY TOP ODDS—30 TO ONE!

DOUBLE AWARDS! Did we say 30 to one top? It's really 60 TO ONE, when player makes a DOUBLE HEADER! Ball shot into Double Header Hole returns for FREE PLAY—and, by hitting a winner on the free play, you receive DOUBLE AWARD—**twice the amount shown on Odds Indicator!**

MYSTERY AWARD! Series Split Pocket pays $1.50 to $3.00, following a Double Header—otherwise 50 cents to $1.50. Either way it's a powerful play magnet that's already resulting in large daily profits for Operators in all sections of the country.

''AUTO-BUMPER'' SPRINGS! New—tricky—as lively as electric kickers! See them chase the ball back and forth like a scared jack-rabbit!

MECHANICAL PERFECTION! The same smart engineering, careful construction, beautiful design and high-quality materials that characterize all Bally Games!

If you operated Bally Derby, you'll be quick to get on this NEW, DIFFERENT CHANGING ODDS game that's actually greater than Bally Derby! Get started now—ahead of the other fellow—and you'll go right through the summer and fall earning the biggest baseball profits in pin-game history!

COP THE PROFIT PENNANT WITH ALL-STARS! WIRE YOUR ORDER TODAY!

YOU CAN BANK ON A BALLY GAME
BALLY

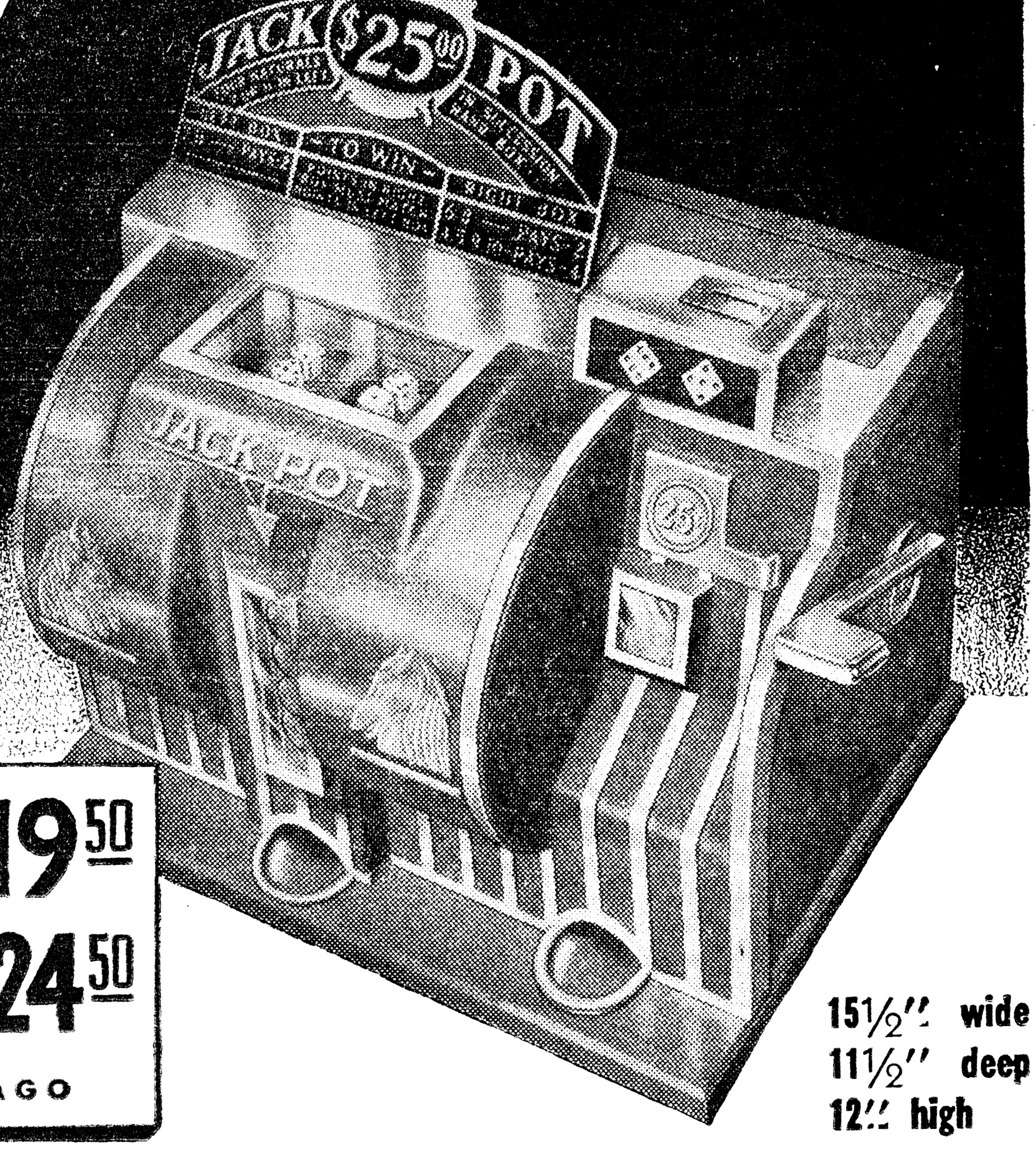
BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., EASTERN DISTRIBUTOR. **453 W. 47th ST., NEW YORK, N. Y.**

HURRY! Factory Swamped with Orders!

Bally's RELIANCE
PAYOUT DICE GAME



THERE'S A REASON
for this AMAZING popularity!

NICKEL MODEL $119.50
QUARTER MODEL $124.50
F. O. B. CHICAGO

15½" wide
11½" deep
12" high

IT REALLY rolls the bones—plays the old favorite "seven-come-eleven" game with GENUINE TRUE DICE! That's why RELIANCE machines are earning profits which amaze even the old-time "bell" operators—and that's why the factory is literally swamped with a never-ending flood of repeat orders! Yes, it really rolls the bones! PLAYER WINS ON 7 OR 11—loses on 2, 3 or 12. And if any other number is thrown, HANDLE TRIPS FOR FREE PLAYS, and player "throws" till he "makes his point" or sevens! And, remember—the dice are not loaded, shaped or misspotted! They are genuine true dice—and they spin and twirl as if thrown by hand! And yet PAYOUTS are all FULLY AUTOMATIC!

$25.00 GOLD AWARD!

Automatically released for 4 "naturals" in a row—$25.00 on Quarter Model, $5.00 on Nickel Model. That's what holds the crowds for hours of REPEAT PLAY and keeps the cash-box crammed with coins!

All models can be set for CASH or CHECK play. Change instantly made by pushing small lever.

Don't wait till competition gets the choice of locations with RELIANCE. **Rush Your Order Today!**

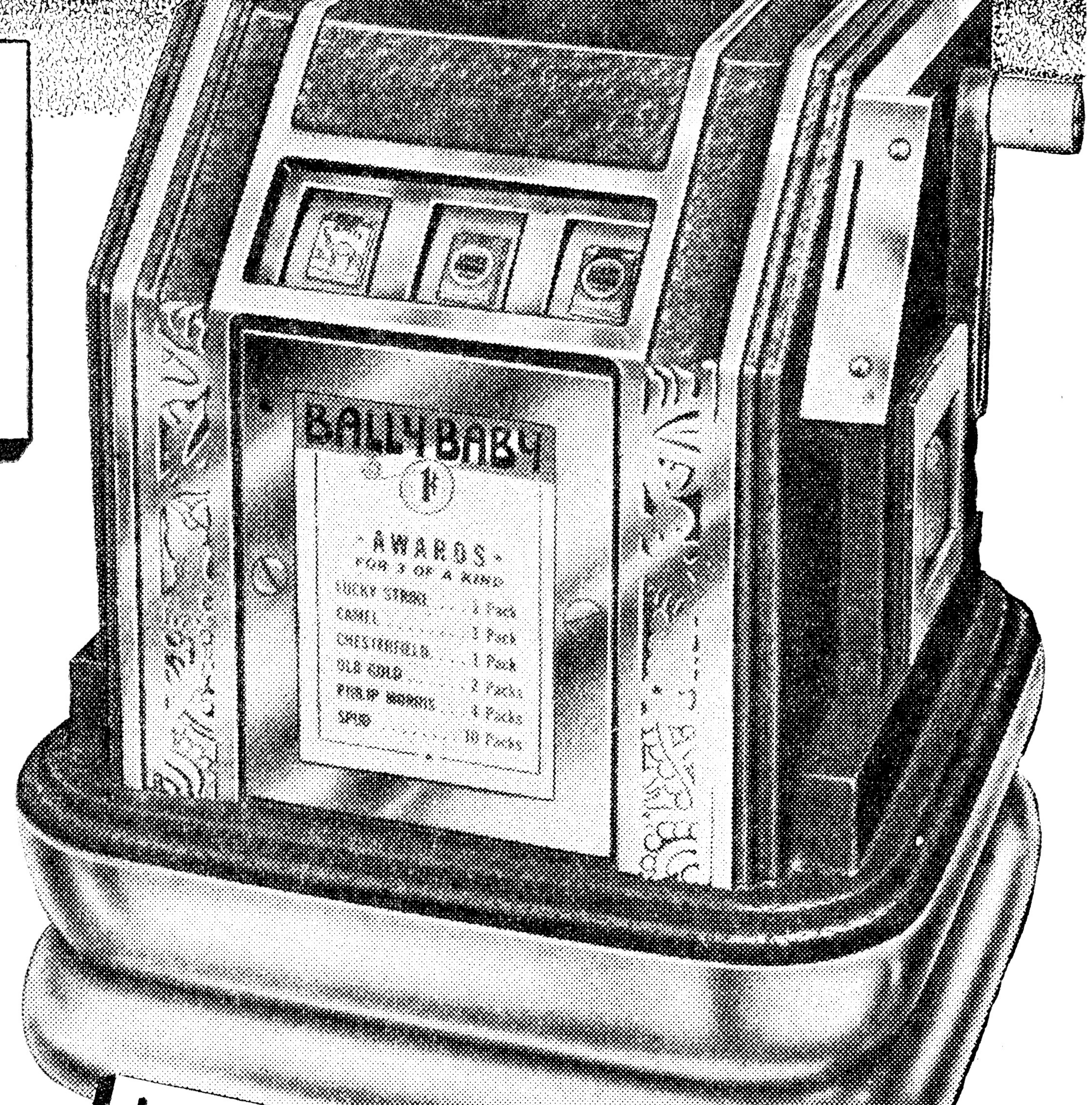
Stop!

See our other "ads" in this issue—and write for circulars

on BALLY BONUS
PEERLESS
RAMBLER

Greatest COUNTER GAME VALUE *in History!*

BALLY BABY



2 MACHINES FOR PRICE OF.. 1

PENNY CIGARETTE GAME
AND
5-10-25c TRADE GAME

CHANGE EASILY MADE IN 5 TO 10 MINUTES

TWO MACHINES for the PRICE OF ONE! That's what you get when you buy BALLY BABY—a machine you can switch back and forth from PENNY CIGARETTE SALE to 5-10-25-CENT TRADE STIMULATOR—and get big, steady profits both ways! It's the World's Smallest Counter Game—built that way to fit into the most crowded counter space—but it sure has a man-size appetite.

Somebody's going to flood your territory with BALLY BABY'S! Why not you!

$17.50 *Complete*
with extra reels, award cards and coin-chute plates for Penny or 5-10-25-cent play
F. O. B. CHICAGO

6 in. by 5 in.
7 in. high

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.
2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., EASTERN DISTRIBUTOR 453 W. 47th St., New York, N. Y.

3 WAYS TO *Multiply Your Profits* WITH

Bally's MULTIPLE

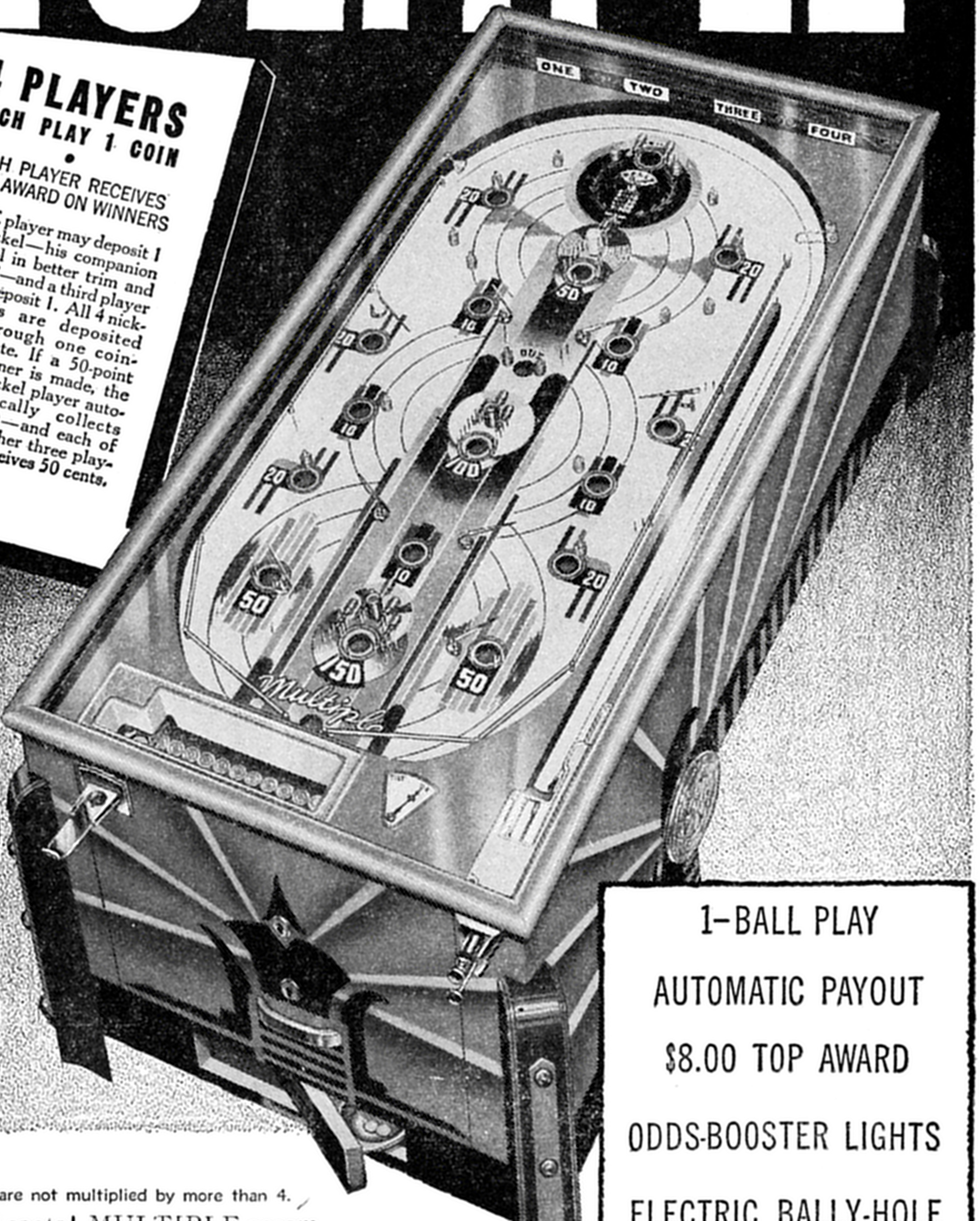
4 PLAYERS
EACH PLAY 1 COIN
•
EACH PLAYER RECEIVES FULL AWARD ON WINNERS

ONE player may deposit 1 nickel—his companion may feel in better trim and deposit 2—and a third player deposit 1. All 4 nickels are deposited through one coin-chute. If a 50-point winner is made, the 2-nickel player automatically collects $1.00—and each of the other three players receives 50 cents.

1 PLAYER
PLAYS 1 TO 4 COINS
•
AWARDS MULTIPLIED BY COINS PLAYED

You don't need 4 players to get 4 nickels per game on MULTIPLE. One "real sport" in a skillful mood can feed 4 nickels into the chute and collect **$2.00** on a 50-cent winner! Awards automatically multiplied by number of nickels played.

ODDS-BOOSTER Lights flash every time coin is deposited—and ALL POCKETS ON THE BOARD PAY $1.50, $1.00 or 50 cents, depending on which light remains lit. Location tests prove that players often deposit 8 to 10 nickels per game in order to "catch a light" and boost the odds.*



*Payouts are not multiplied by more than 4.

HERE'S the game for those crowded "busy-hour" spots! MULTIPLE accommodates 4 PLAYERS PER GAME **—4 NICKELS** through one single chute —and each player gets listed odds on every winner! But you don't need 4 players to get 4 nickels per game! ONE PLAYER CAN FEED 4 NICKELS into the chute and collect $2.00 on a 50-cent winner! Machine operates on 1, 2, 3 or 4 nickels—and automatically **MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED!** Imagine how you yourself would go for a game like that — and you'll see why MULTIPLE machines on location test show greatest NET PROFITS in pin game history! Act at once to get your share of the greatest profits in coin-machine history! Locations will be grabbed fast with this amazing profit producer—so rush your order today!

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966)

$142.50

One-third with order, balance C. O. D., f. o. b. Chicago.

(50 in. by 26 in.)

1-BALL PLAY
AUTOMATIC PAYOUT
$8.00 TOP AWARD
ODDS-BOOSTER LIGHTS
ELECTRIC BALLY-HOLE
12-COIN VISIBILITY
"IN-A-DRAWER" MECHANISM
"PUSH-BUTTON" CHECK SEPARATOR

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.
2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., EASTERN DISTRIBUTOR **453 W. 47th ST., NEW YORK, N. Y.**